

## Zimbabwe: Election campaigns go hi-tech

Savvy text messaging and cheeky ring tones are the new face of cost-effective political campaigning in Zimbabwe in the run up to the 29 March election, despite the creakiness of country's cell phone networks.



Using mobile phones to reach out to voters (Image: IRIN)

"Call it an SMS [short message service] craze if you like ... It's a simple, inexpensive and effortless way of campaigning for candidates of one's choice," Aleck Ndlovu, a political activist, told IRIN.

"We need change in our country and what we are doing is to encourage each other [via text messages] to use our right to vote to achieve that change," said Nobuhle Dube, a resident of Bulawayo, Zimbabwe's second largest city.

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