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BAWUMIA KICKSTARTS NATIONWIDE CAMPAIGN

The Dr. Mahamudu Bawumia Campaign is pleased to announce the formal commencement of his nationwide campaign to be elected as the Flagbearer of the New Patriotic Party (NPP).

The campaign will kick off on Wednesday, October 15, 2025, with an exciting tour of all 276 constituencies across Ghana.

This grassroots-focused tour is designed for Dr. Bawumia to have a direct and personal engagement with the Polling Station, Electoral Area Coordinators, Constituency Executives (current & Former), Former Members of parliament, Former MMDCEs, Patrons & Council of elders.

The initiative underscores his commitment to listening, building consensus, and strengthening the Party's foundation from the ground up.

Dr. Bawumia looks forward to sharing his vision and collectively working towards a resounding victory for the NPP in the 2028 general elections.

WE REITERATE OUR CALL FOR ISSUES-BASED ENGAGEMENT AND CIVIL DISCOURSE

The Bawumia Campaign acknowledges the vibrant and enthusiastic discussions characterizing the upcoming New Patriotic Party (NPP) presidential primaries. This energy is a testament to the strength and democratic spirit of our great party.

However, we have observed with growing concern the recent trend of communication, where some exchanges have devolved into personal insults, unsubstantiated attacks, and the denigration of individuals. Such conduct is not in the spirit of the NPP and runs counter to the values of unity, respect, and decency that we hold dear.



In line with the exemplary leadership and call for unity by our leader, His Excellency Dr. Mahamudu Bawumia, we reiterate our consistent call for decent campaigning and issue a firm and unequivocal directive to all communicators, supporters, and volunteers of the Bawumia Campaign:

1. Refrain from Insults and Personal Attacks:

We must immediately cease and desist from any form of direct or indirect insults, derogatory remarks, and personal attacks against any other aspirant, their families, or their supporters. Our focus must remain on promoting Dr. Bawumia's vision, proven track record, and policy propositions.

2. Ground Communications in Facts and Substance:

Our arguments and engagements must be grounded in verifiable facts, a comparative analysis of ideas, and the substantive track records of all involved. We encourage healthy debate on policies, competence, and electability, not on sentiment, emotion, or character assassination.

3. Uphold the Dignity of the Party:

As we seek to lead the NPP into the 2028 elections, we must remember that our goal is party unity and national progress. Communications that sow division and create lasting animosity only serve to weaken our collective front. Let us be remembered for raising the standard of political discourse, not for lowering it.

We believe in the superiority of Dr. Bawumia's message and his vision for our party and nation.

We are confident that when the debate is focused on issues, his qualifications, experience, and transformative ideas will resonate decisively with the delegates.

We urge all to engage with passion, but more importantly, with respect, integrity, and a focus on the issues that truly matter to the future of the NPP and Ghana.

Let us campaign as one united family, poised for victory.

Dennis Miracles Aboagye
Communications Director, Bawumia Campaign

