



PRESS RELEASE

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FOR IMMEDIATE RELEASE

LAUNCH OF 5 & 5 CAMPAIGN

Addis Ababa, Ethiopia

Five years since the declaration of a Decade for Youth Development and five years to go. As we mark this milestone, African Youth Decade Alliance (AYDA) is launching a big campaign in Africa, which is developed and run by African youth for the benefit of African youth and through African youth.

The campaign will be launched on African Youth Day, in November 1, 2012, at Intercontinental Hotel in Addis Ababa. Representatives from Continental and International organisations, youth organisations, embassies and diplomatic missions based in Addis Ababa will attend this continental event.

The Five and Five Campaign will raise awareness of African youth and increase their contribution to the implementation of the Youth Decade Plan of Action (DPoA), in order to accelerate youth development and empowerment in Africa. The campaign will also mobilize youth participation in the regional International Conference on Population and Development (ICPD) Beyond 2014 review process.

The Guest of Honour at the campaign's launch will be, Archbishop Ndungane, who is the Founder and President of African Monitor, former Anglican Archbishop of Cape Town.

African Youth Decade Alliance aims to reach 100 million African youth through the media, social media and through African youth organizations and networks over a five year period. The campaign will be implemented in partnership with the following organisations: African Monitor, Africa 2.0, CIVICUS, IFAPA-Youth Desk, Solidridge, Network of African Youth for Development, Talent Youth Association, You-Monitor, Southern Africa Youth Movement, South African Youth Council, Association Jeunesse Vertes du Cameroun, Nahdet El Mahrousa of Egypt, One Young World African Network, International Young Catholic Students, No One Left Behind, Organization of African Youth, Allied Youth Initiative, Northern Youth Networking Organisation, African Youth Trust, Rwandan Youth Organisations Networks, Blooming Africa, Nurture Youth Association, Impinyuza Cultural Group, Tender Hearts, West African Youth Network, and other organisations who are yet to come on board.

African Youth Decade Alliance is a continental platform that was established in November 2011, during a consultative meeting with leaders of youth organizations, networks and associations in the 5 sub-regions of Africa.

Contact: Freddy Nkosi Tel.: +27 21 713 28 02 Email: freddy@africanmonitor.org

Francis Maberu Tel.: +256 794 534 133 Email: francis.maberu@ifapa-africa.org

Ephrem Berhanu Tel.: +251 91 26 22 651 Email: ephrember@gmail.com