



Pre-Press Release

NEPAD Organizes Journalist Mobilization Workshop in Preparation of its 10th Anniversary

Addis Ababa, Ethiopia –The NEPAD Planning and Coordinating Agency, will on 27 March hold a workshop to mobilize journalists and raise awareness as part of activities marking its 10th Anniversary celebrations in Addis Ababa, Ethiopia. Holding at the new African Union Conference Center (AUCC), under the theme: *“Reflecting on Africa’s past and future”*., the workshop will take place at the sideline of the NEPAD Colloquium and Congress to brainstorm on the future of NEPAD and Africa’s development.

The workshop is aimed to reach out to NEPAD stakeholders and create awareness through media on the African Union (AU)/NEPAD’s contribution to Africa’s socio-economic development, given the role of the media in building public awareness and mobilize the public to be engaged in decision-making processes, and promote accountability.

The project involves a one-day brainstorming workshop for journalists about NEPAD before the Colloquium, and coverage of the event by the same journalists and other invited media representatives. The workshop is expected to create constructive participation in Media Sensitization workshop, facilitate the coverage of the NEPAD Congress & Colloquium; to mobilize the media (off and online) to cover the Congress & Colloquium; to enhance the knowledge of journalists’ about NEPAD activities; to enhance the NEPAD’s visibility/awareness; as well as to consolidate and strengthen Media/Journalists’ networks around the NEPAD agenda.

Over the past ten years, major developments have taken place to advance the NEPAD agenda. As part of its celebrations, NEPAD agency has planned a number of activities and events to reach out to different stakeholder groups.

NEPAD is an African Union strategic policy framework for pan-African socio-economic development. It is a strategic partner of Technical Centre for Agricultural and Rural Cooperation (CTA) with whom they have signed a memorandum of understanding to cooperate on various initiatives such as CAADP.

Journalists are invited to cover the NEPAD media workshop on 27 March and the Colloquium and Congress from on the 28 March 2012.

For Further Information consult the following websites: www.au.int / www.nepad.org / www.cta.int

Interview requests should be addressed to **Mr. Gilles Eric Foadey**, OIC Communication, Tel +27 83 555 9696; email erickf@nepad.org , **Mrs. Esther Azaa Tankou**, Directorate of Information and Communication, Tel. +251 911 3611 85, e-mail: yamboue@africa-union.org and **Mr. Samuel Mikenga** CTA, +31 317467101; email: mikenga@cta.int