

MTV and MTV Base debunk 'lazy' youth perception

The youth of today has said to be apathetic, lazy and disinterested. MTV and MTV Base recognise that this is not true and have set out to debunk the myth by displaying who and what the youth has to offer.



The #YouthOfToday campaign sees the channels shining a light on success stories from the 18-25 demographic, in a series of short, editorial profiles and vignettes that will feature on its TV channels and digital platforms. On 16 June, a feature length episode of "#YouthOfToday" will air at 8.05pm CAT on MTV and on MTV Base at noon CAT.

To find subjects for the initiative, MTV and MTV Base is inviting viewers and social media followers to propose potential candidates, while also writing to business leaders and opinion formers asking for their nominations on young people who are making a difference, and achieving great things.

To inspire young people to submit their nominations, the channels have created a profile on Thatiso "Vuittots" Dube, aka fashion maverick, GalXBoy, the Mamelodi-born entrepreneur who made his first million by the age of 24.

For more information, go to www.mtvbase.com.

For more, visit: <https://www.bizcommunity.com>