

AU, A24 Media partner for peace

ADDIS ABABA: The African Union Commission and A24 Media on Tuesday, 17 August 2010, announced a partnership under the Year of Peace and Security in Africa campaign. A24 Media will provide communication support through the distribution of news and information on the implementation of the campaign to its various networks via its online portal.



A24 Media chairman, Salim Amin

Speaking on the occasion of the announcement, Commissioner Peace and Security Ambassador Ramtar Lamamra said: "Communication is a key driver for the success of this campaign; we are keen to ensure the message of the Year of Peace and Security is carried to as broad an audience as possible, as a way of mobilising all stakeholders to take action for this historic initiative. A24 Media offers the Commission just such a platform and we are pleased that they stepped forward to join hands with the AU to make peace happen."

Peace at every level

Says A24 Media chairman Salim Amin: "As a private sector player in the media, we are responding to the call by heads of state and government of the African Union to ensure that Africans have access to information that empowers them to make a positive change towards peace at every level. Due to our wide network, A24 Media is well-placed to partner with Africa's premier organisation to achieve the objectives of this campaign."

This partnership comes at a time when the AU Assembly has reiterated the key activities to be undertaken on Peace Day (21 September), which are:

- Cessation of hostilities in all conflict areas which are still experiencing varying levels of violence;
- Distribution of humanitarian supplies, materials and services to communities in conflict areas, as well as in non-conflict areas in critical need of these;
- One minute of silence for peace across Africa at 10am GMT;
- Relevant developmental work and community support in all AU member states to be carried out by members of the armed and security forces;
- One Day One Goal football games; and
- Make Peace Happen Lesson Plan to be taught in all schools on Peace Day or during other relevant occasions.

African leaders also urged all member states of the African Union to mobilise all stakeholders and set up the required structures to coordinate the activities to be implemented on Peace Day. With just over 34 days to

go to Peace Day, the African Union is calling upon all Africans to do something to make peace happen in 2010 and beyond.

More information regarding the Year of Peace and Security is available on www.makepeacehappen.net and www.a24media.com.

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