

## Pride Factor launches 'Have Your Say' campaign

June is [Youth Month](#) in South Africa and this year, more than ever before, local youth need assistance on how to enhance their quality of life and overcome the unprecedented consequences stemming from the coronavirus pandemic.

To kickstart the conversation on what it is that the youth really need in these tough times, life-skills academy [Pride Factor](#), together with Bizcommunity, launched the 'Have Your Say' campaign to give the country's young thought leaders a platform where they can voice their opinions on what they think the business community can do better to address their needs.



"Since launching Pride Factor in 2014 to 'Inspire Young Minds', we have advocated that both public and private sector entities need to listen to what it is the youth want before making their decisions on how to improve the lives of the country's largest demographic," says Dene Botha, founder and managing director of Pride Factor.

"As this year's Youth Month initiatives will be celebrated online due to the lockdown regulations, we're excited to collaborate with the huge Bizcommunity.com platform to enable business leaders across 19 industries to see and hear, through a series of short videos, the authentic views of some of the tens of thousands of teenagers and young adults we've interacted with."

Confident young South Africans aged 17 to 30 who are keen to bridge the gap between industry and the needs of the youth are invited to participate in the 'Have Your Say' campaign by producing a 60 to 90-second video on any specific industry.

For further information, send a WhatsApp with your details (name, age, gender, location and occupation) and the industry

you're interested in +27(0)66 455 3508.

To see and hear the views of the youth, visit [Bizcommunity's Youth Month Special Section](#).

***Stay up to date with the Pride Factor Academy on [Twitter](#), [Facebook](#) or [Instagram](#).***

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