

FOR IMMEDIATE RELEASE:

SUKUMA AFRIKA YOUNG ENTREPRENEURS AWARDS

3rd CAPE TOWN, SOUTH AFRICA

On 3rd June 2008, Sukuma Afrika in conjunction with and the Schwab Foundation for Social Entrepreneurship and the UN Millennium Campaign will be hosting a Young Entrepreneurs' Award, at the Westin Grand Hotel in Cape Town, South Africa, from 1715hrs – 1800hrs. The event is hosted during the Africa Social Entrepreneurs Meeting as a prelude to the World Economic Forum which will take place in Cape Town between 4th – 6th June, 2008.

The Sukuma Afrika Young Entrepreneurs competition was launched as part of the UN Stand Up Campaign activities televised during MNET's Big Brother Africa 2 on **15-19th October 2007**. During the reality show, the house mates were instructed to perform various tasks that enabled them to show their solidarity with the poor during the Stand Up campaign that was held on 17th October 2007.

The goal of the competition is to raise the youth's awareness for entrepreneurial initiatives and projects around the Millennium Development Goals (MDGs), thereby encouraging them to come up with initiatives that deliver on the MDGs in Africa. The event aims to help the youth understand how their actions can help to achieve the MDGs.

The Sukuma Afrika competition award ceremony will be the first of their kind to reward Africa's young entrepreneurs and equip them to pursue activities that contribute to attaining the MDGs. The competition aims to create a new breed of conscientious young entrepreneurs who care about the poor in Africa.

The Awards will be presented to six winners from Zimbabwe, Kenya, Ghana and Cameroon, as the best business proposals which have an impact on society and contribute directly towards the Millennium Development Goals.

(END)

Note to editors

Sukuma Afrika

Sukuma Afrika, was established in support of the UN Stand Up Campaign in recognition of the critical role young entrepreneurs and the Diaspora will play in the fight against poverty as the generation that will be responsible for reaching the Millennium Development Goals in 2015.

Sukuma Afrika works with young entrepreneurs interested in Africa's development and achieves this through partnerships with the United Nations' Millennium Campaign, corporate partners and investors committed to supporting the implementation of the Millennium Development Goals in Africa.

Schwab Foundation for Social Entrepreneurship

The Schwab Foundation for Social Entrepreneurship was started by Klaus Schwab, Founder of the World Economic Forum, and his wife, Hilde. Since its inception in 2000, the Foundation has been searching for the world's leading social entrepreneurs, who implement innovative and pragmatic solutions to social problems by tackling the root causes and creating a social transformation. The current network of the Foundation spans 140 social entrepreneurs and their organizations from more than 40 countries. A recent evaluation study showed that the budgets and the number of beneficiaries reached of the selected social entrepreneurs grew three times faster while part of the network. In one year alone, the Schwab social entrepreneurs raised close to USD 80 million as a direct result of the contacts and opportunities offered by the Foundation.

EMVELO

Emvelo comes from the 'Zulu word' Ezemvelo, meaning all that encompasses the natural environment and an understanding of the balance required for mankind to co-exist with other species on Planet Earth, today and for generations to come. Our focus is on two core areas that were, are and will always be the most basic components of human development – Water and Energy -. In addition to water and energy, Emvelo is a developer and implementer of sustainable development solutions that contribute towards the Millennium Development Goals. In achieving the above objectives we are guided by our core value – UBUNTU – to do the right thing for humanity, with integrity and humility. www.emvelo.com. Emvelo is proud to be a founding partner and sponsor of Sukuma Afrika.

Trizah Consulting

Trizah Consulting provides services in the fields of business development and interim management. The company has clients across industries based on its skills and capacity to provide the highest standard deliverables. It goes beyond basic consulting expectations through knowledge sharing, networking opportunities and a compassion for client endeavors, leaving client organizations' empowered and inspired. Trizah Consulting collaborates with top performing consultants and subcontractors within its international network, forming teams specifically tailored for clients needs. The company's experience spreads across Europe, Africa, the Middle East, Asia and Caribbean. Special emphasis is placed on offering critical knowledge of the opportunities and challenges associated with Africa. It undertakes international and multi-national projects as consultants travel internationally. Our philosophy and practical approach attracts entrepreneurs and is well suited to start-up companies or new project developments within existing companies. For further information please go to www.trizahconsulting.com

UN Millennium Campaign

The UN Millennium Campaign was set up to empower citizens to lobby their National Governments and the international communities to put in place the right policies, processes and adequate resources to facilitate the attainment of the Millennium Development Goals. The MDGs sum up the rights, needs and aspirations of Africa's citizens. Though they are global in nature, the Goals embody the people's day to day concerns and their achievement would mark a major turning point in the lives of millions of Africans who currently live in extreme poverty. The Africa Regional Office was set up in Nairobi, Kenya in 2005 and works in partnership with National Civil Society Coalitions based in the following 13 core countries.

Stand Up and Take Action Campaign

STAND UP and TAKE ACTION is a worldwide call to get involved, to mobilize and show your commitment and support for ending poverty and inequality and for achieving and exceeding the Millennium Development Goals. From October 17-19 people will literally and symbolically STAND UP and TAKE a variety of ACTIONS to demand their governments deliver their commitments to end extreme poverty. For more information please go to www.standagainstopoverty.org

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