



Press release

Youth advocacy NGO launches youth voter mobilization campaign for Presidential and Gubernatorial Candidates

- *Campaign is geared towards making the youth factor count in 2017 general election.*
- *Campaign will culminate in a voter's guide being published and circulated to all the potential 16m youth in the country*

Nairobi, June 7th, 2017: Kenya's leading advocacy organization – The Youth Agenda has today launched a voter mobilization campaign targeting youth nationally to sensitize them on the need to vote for presidential and governors with the 'youth agenda' in mind.

Dubbed "***Making the Youth Factor Count in 2017 Elections***" the campaign will see all presidential and gubernatorial aspirants presented with sets of questionnaires from today June 7th, 2017 that they are expected to fill in and submit back by June 15th 2017.

The questions address various youth issues including – reducing unemployment, youth institutional and policy issues, affirmative action mechanisms, skills development, youth inclusion and participation, tackling mismanagement of sports and arts and ease of doing business amongst youth entrepreneurs among others. The questionnaires for Gubernatorial Candidates are county specific putting into context dynamic youth challenges.

In the end, the questionnaires will be collated and published into a voter's guide on June 16th, 2017 that will be circulated to all the projected sixteen million youth voters nationally through social media and candidates forums.

Speaking during the campaign launch, political analyst and Youth Agenda Board of Directors, Chairperson, Mr. Javas Bigambo noted: "This is a big step for the youth in this country. We need to create a movement that will see to it that our agendas are catered for as part of our candidate's manifestos so that we hold them accountable to it thereafter.

He added: "We need to work towards ensuring that youth agenda becomes top priority as we head towards the general election in August 8th, 2017 to reduce voter apathy in the country that will in turn translate into high turn out during the polls."

On her part, Youth Agenda Chief Executive Officer, Ms Susan Mwongera noted: "The questionnaire will be accessed on the Youth Agenda website (www.youthagenda.org), sent to candidates through emails and also tagged to their twitter handle. We hope to get all responses from all presidential and gubernatorial candidates which will be a good boost for securing votes from the youth."

This comes at a time when most of the presidential and gubernatorial aspirants have been cleared by the Independent Electoral and Boundaries Commission (IEBC) to vie for respective election positions in the upcoming general election and political atmosphere is on full campaign mode.



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About The Youth Agenda

The Youth Agenda (YAA) is a premier youth organization that works towards a “a just, inclusive and progressive in which young people play a critical role in nation building..” The vision is grounded upon the belief that it is possible to realize a globally competitive and prosperous nation with a high quality of life, as envisaged by Kenya’s Vision 2030. YAA has aligned its vision and mission to this national development blueprint, whose anchor is the comprehensive implementation of the new, people-driven constitution.

By promoting youth access to political and socio-economic opportunities, YAA seeks to have informed, self-driven and economically plugged-in youth; and responsive, accountable governments & private sector to youth agenda. Since 1996, YAA has nurtured youth consciousness towards fostering positive change, good governance and value driven leadership across the Republic and has registered numerous victories for young people.