



United Nations Development Programme  
Communications Office

# MEDIA ADVISORY

***What: Launch of Government CSO Partnership on Peace Advocacy***

***Where: Utalii Hotel***

***When: 10.00am -1.00pm Wednesday March 12 2008***

---

Edward Sambili, Permanent Secretary in the Ministry of Planning and National Development in collaboration with Embassy of Finland and representatives from UNDP-Kenya will preside over a launch ceremony to roll out a peace advocacy initiative.

## **The Peace Advocacy Initiative**

The violence that erupted after the 2007 December General Election in Kenya has left many communities polarized. The government seeks to rectify the situation by advocating for peace and development through a partnership agreement with 50 civil society organizations which include Center for Peace and Democracy, GROOTS. The aim of this initiative is to ensure that communities embrace the need for peace, which is a prerequisite for achieving the Millennium Development Goals.

As part of the campaign, these civil society organizations will team up with mainstream media such as Nation, KTN, Nairobi Star and Capital FM. In addition, Standard, Times and Taifa Leo newspapers as well as community radios such as Pamoja FM situated in the slum area of Kibera . Vernacular radio stations such as Coro FM, Mulembe FM, KASS FM, Ramogi FM and Kameme FM will play a huge role in disseminate messages of peace and development in local languages.

UNDP would like to invite you to attend, cover and participate in this important national milestone.

## **Please confirm your participation to**

Jemaiyo Chabeda, Communications Office - Tel: 7624780 or 0723727779  
E-mail: [jemaiyo.chabeda@undp.org](mailto:jemaiyo.chabeda@undp.org) ,