



MEDIA ADVISORY

- WHAT:** Visit of UNICEF Goodwill Ambassador, Ms. Yvonne Chaka Chaka to Namibia during the commemorations of the Day of the African Child in Namibia.
- WHO:** Hon. Minister Doreen Sioka, Minister of Gender Equality and Child Welfare
Hon. Lucia Witbooi, Deputy Minister of Gender Equality & Child Welfare
Hon. Cleophas Mutjavikua, Governor of the Erongo Region
Ms. Yvonne Chaka Chaka, UNICEF Goodwill Ambassador
Ms. Micaela Marques de Sousa, UNICEF Country Representative
- WHEN:** **Tuesday, 14 June 2016 – Friday, 17 June 2016**
- WHERE:** Swakopmund and Walvis Bay in Erongo Region as follows
- **Tuesday, 14 June @ 11:00hr**, Press Briefing at Walvis Bay Airport upon arrival in Erongo
 - **Tuesday, 14 June @ 18:30hr**, Private Sector Partnership Dinner at Strand Hotel in Swakopmund
 - **Wednesday, 15 June @ 11:00hr**, visit at Sun Shine Project to interact with children living with disabilities in Walvisbay
 - **Wednesday, 15 June @ 12:00hr**, visit to the Walvis Bay Kids Haven
 - **Thursday, 16 June @ 09:00hr**, Official National commemoration of the Day of the African Child at Tamariskia Community Hall, Swakopmund
 - **Friday, 17 June @ 10:00hr**, Press Briefing at Strand Hotel on the outcomes of the visit by the Hon Minister, UNICEF Representative & UNICEF Goodwill Ambassador
- WHY:** To enable media to cover the visit of Ms. Yvonne Chaka Chaka, who is visiting Namibia to participate at strategic events to mobilise awareness, alliances and partnerships for children's rights as part of Day of the African Child Commemorations.

The Ministry of Gender Equality and Child Welfare together with UNICEF will use the opportunity presented by the Day of the African Child 2016 to mobilize alliances and partnerships to rally behind children's rights in the country.

The continental focus of the Day of the African Child for 2016 will be on —**Conflict and Crisis in Africa: Protecting all children's rights**. The Day of the African Child will be celebrated at a time when Namibia is striving to reinforce actions and persuade political commitment to accelerate the implementation of the African Charter on the Rights and Welfare of the child (ACRWC), the UN Nations Convention on the Rights of the Child (UNCRC), the National Agenda for Children including the recent Harambee plan, and the Sustainable Development Goals focusing on Children.



In holding the 2016 commemorations focusing on protecting children's rights during conflicts and crisis, Namibia recognizes the growing problem of children and women, who are subjected to a serious complex and multifaceted wave of violence, particularly noting the gross violation of their basic human rights.

As part of the commemorations, the Ministry of Gender Equality and Child Welfare with support from UNICEF, will be holding a week long commemoration activities in Erongo Region, starting with a Private Sector Partnership dinner on the 14th June 2016 hosted by UNICEF, leading to the Day of the African Child main event on the 16th June 2016. The main objectives of these activities is to advocate for the protection of all children's rights as this segment of the population is the most vulnerable to abuse, neglect and deprivations in health, social protection, and education.

Note for Media

Ms. Yvonne Chaka Chaka, is UNICEF Goodwill Ambassador on Malaria and AU Goodwill Ambassador on prevention and response to violence against children and women. She will be in Namibia during this period to participate at strategic events to engage with partners, including private sector stakeholders to rally behind children's rights.

Ms. Chaka Chaka is a renowned world-class performer, who is also considered a role model throughout the African continent for her demonstrated compassion for vulnerable people. In her roles as UNICEF Goodwill Ambassador on Malaria and AU Goodwill Ambassador on prevention and response to violence against children and women, Yvonne draws global attention to the impact of malaria on Africa's children and also positively influences commitment and investment to social issues such as orphans, people living with HIV, illiteracy, terminal illness, abuse and poverty.

For more information please contact.

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