



July 2022

Press release

For Immediate Release

ACTIVATE! Active Citizens Awards

ACTIVATE! Change Drivers (ACTIVATE!) celebrates its ten years of existence as a network with a success story of a national footprint in every province found even in the most rural of areas. The network has a cohort of over 4325 young people, 39% of whom are business owners, 44% who are involved in HIV and AIDS initiatives and 87% who are actively engaged with other youth in the civic society space.

Parcel to the ten-year anniversary celebrations, the network will be running several campaigns across the country, in-person and online.

One of these is the *ACTIVATE! Active Citizens Award*, an online campaign that is being launched in July that seeks to celebrate the efforts of individuals who have actively brought about meaningful change in the civic society space.

To mark the 10 years ACTIVATE! has decided to celebrate 10 individuals by sending them a gift to the value of R2500 each on behalf of the network to highlight the unsung heroes who do the work that hardly gets a thank you.

Reflecting on the campaign ACTIVATE! Change Drivers Chief Executive Officer, Sipehele Chirwa describes the campaign as being a small drop in the ocean of thank you's that are due to persons and organisations who get the work done in communities.

"The work we do in the civic society space often goes unrecognised, usually the custodians of this work are sometimes seen as being more than human and find themselves with a double edge sword, where they do work they love, are passionate about, but receive little to no credit, let alone a thank you to keep going".

"As ACTIVATE we want to change this narrative and take a moment to acknowledge ten of these individuals who are there when no one else is, away from cameras and public applause. Persons who are committed to this work, many exist in our network and several outside of it, who inspire us to keep going, we wish to say with these awards 'we see you' and we know that our country and nation are better because of your efforts", she adds.

To be eligible for the award one has to be nominated and or apply directly as themselves and follow the 10-point criteria available on the ACTIVATE! Website: www.activateleadership.co.za and social the ACTIVATE! Social media platforms respectively Facebook, Instagram, Twitter and LinkedIn profiles.

END OF PRESS RELEASE

FOR FURTHER ENQUIRIES AND MEDIA ENGAGEMENTS CONTACT:

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