



Press Release

Nairobi Governor to launch the first Youth Night Market

- *Ignite Youth Night Market to bolster a 24 hour economy in the county*

Nairobi, March 10th, 2016: Nairobi County Governor His Excellency Dr. Evans Kidero will during the upcoming Easter holiday (March 25th, 2016) launch the first Nairobi Youth Night Market at the Comesa grounds, Kenyatta International Convention Centre and proceed to zone off Kaunda Street and City Hall Way where subsequent markets will be accessed at least once a month.

Organized by The Youth Agenda and in partnership with Nairobi City County Government and the Ministry of Public Service, Youth and Gender Affairs, Nairobi Youth Night Market is a project that is aimed at promoting a 24 hour economy in the county, powered by the strength of youth entrepreneurs.

The initiative that will attract more than 300 youth entrepreneurs is an open-air market that will commence at 4pm and end at midnight where the youth will sell their products and services. It will bring out the best fusion of shopping, mostly youth businesses, selling merchandise such as clothes, shoes, cosmetics, food, drinks, sports and fitness, electronics, arts, books, fashion, kitchen ware, décor and kids toys among others.

“This is a significant milestone in the growth and development of our economy in the county and the country at large. The initiative is in line with our County Strategic Plan that is geared towards promoting a 24 hour economy so as to improve our socio-economic lives in the county, noted His Excellency, Dr. Evans Kidero, Nairobi County Governor.

He added: “This is among the many other projects that we are supporting as a County to ensure that we promote businesses in the county that is also in line with the Vision 2030 economic blueprint of the Central Government.”

The Principal Secretary, Public Service and Youth Affairs Ms Lilian Mbogo-Omollo also noted “this project is a timely opportunity to reap a demographic dividend”.

On her part, Youth Agenda Chief Executive Officer, Susan Mwangera, noted: “While the night market is a prevalent trend in other parts of the continent, the Kenyan wave will be pioneered and driven by the young people. This is certainly the first night market in the country and we envision having it in all the 47 counties.”

She added: “The initiative aims at providing a solution to the challenge of youth employment through provision of readily accessible markets for their businesses.”

This will be an Easter Sale for Nairobians starting Good Friday, March 25th, 2016 to Sunday March 27th, 2016.

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About The Youth Agenda (YAA)

The Youth Agenda (YAA) is a premier youth organization that works towards a **“Just, Equitable and Progressive society in which young people will fully enjoy social, economic and political rights and opportunities.”** 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 providing a platform to harness and nurture young people’s personal, community and national development through informed, innovative and value driven approaches 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.