



WDGA

WORKFORCE DEVELOPMENT GLOBAL ALLIANCE

Renewing hope from school to work one child at a time!

FOR IMMEDIATE RELEASE:

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Making the Peace Deal Real...Together

WDGA's Student Youth Peace Ambassadors Become Leaders in their Communities and March to Promote Peace and Economic Development

NAKURU, Kenya, February 28, 2009 – The Workforce Development Global Alliance (WDGA), a not-for-profit humanitarian organization, works to promote economic self-sufficiency for disadvantaged students in Kenya. On February 28, 2009, WDGA is hosting a **'Peace Walk'** commemorating the one-year anniversary of the *Joint Coalition Peace Deal* signing. WDGA's student 'Youth Peace Ambassadors' and collaborative partners will begin the 'Peace Walk' at 9:00 a.m. at the ASK Showground in Nakuru.

The 'Peace Walk' is part of a series of programs that aims to empower Kenya's students to participate in promoting peace, harmony and economic development. By joining WDGA's 'Youth Peace Ambassador' program, students learn to avert violence in their streets, become leaders in their communities, and attract employment opportunities to grow economic development.

"WDGA will invite Kenyan Parliamentarians to recognize the 'Peace Walk' as a Kenya Public Holiday and declare all forty-four tribes, one nation for peace," says Niecy Dennis, founder and president, Workforce Development Global Alliance. "It's time we make the Peace Deal Real!"

Immediately following the 'Peace Walk', Michael E. Ranneberger, United States Ambassador to Kenya, will induct over 500 Kenyan students into the WDGA 'Youth Peace Ambassador' and ePal program. U.S. and Kenyan youth will interact as ePals through WDGA's launch of its first cyber curricula for the Leadership Development Institute.

“Leadership is the quality of having a strong sense of responsibility to ones school and community. The WDGA serves as a bridge for students and business leaders around the world to join together for a better community and a brighter future,” explains United States Ambassador to Kenya, Michael E. Ranneberger. “It is truly an honor to induct these students as WDGA’s first ‘Youth Peace Ambassadors’ in Kenya.”

As part of the induction ceremony, the WDGA’s ‘Youth Peace Ambassadors’ will begin planting ‘PEACE TREES’ at the ASK Showground in Nakuru. This location served as home for the Rift Valley’s first Internally Displaced Persons (IDPs). The Trees will be planted in honor of the people who lost their homes and lives in the 2008 post-election crisis.

WDGA will conclude its series of events by hosting a community luncheon, along with the American Chamber of Commerce, Kenya (ACCK) and the Hilton in Nairobi on Monday, March 2nd. The business roundtable luncheon, entitled "From Peace to Job Creation", is designed to ascertain a global talent strategy for the development of corporate socially responsible youth.

“WDGA hopes to form long-lasting partnerships between the U.S. and Kenyan students and those organizations who wish to support WDGA’s ‘Youth Peace Ambassadors’ initiatives. We are here to promote peace for one Kenya,” explains Ms. Dennis.

Some of WDGA’s Alliance Partners include: Eveready, General Motors, SDV / UPS Transami, Gilani’s Supermarkets, Hilton, Stanbic Bank, Davis & Shirlift, and the Kenya Revenue Authority. And many Kenya based local humanitarian partnerships are with the YMCA - Kenya, Kenya Girl Guides Association, Junior Achievement - East Africa, and Kenya Scouts.

Events Calendar for February 27, 2009 - March 2, 2009

➤ **Friday, February 27, 2009, Youth Peace Ambassador Training:**

WDGA and its partners, the YMCA of Kenya, Kenya Scouts, Kenya Girl Guides and Junior Achievement will host a collaborative ‘Youth Peace Ambassadors’ training in Nakuru at the Eveready worksite. Nakuru has been chosen as the central meeting place of the weekend events because it is the site where thousands suffered from Kenya’s post-election violence.

➤ **Saturday, February 28, 2009, Peace Walk and Peace Concert:**

A Peace Walk will be held in Nakuru to commemorate the one year anniversary of the signing of the ‘Kenyan Joint Peace Agreement’, a document signifying peace after the post-election violence in Kenya. Joining over 10,000 Kenyans will be the WDGA ‘Youth Peace Ambassadors’, along with their families, educators, and members of the Kenyan Parliament. This event will also include a formal induction ceremony of the WDGA ‘Youth Peace Ambassadors’ by United States Ambassador to Kenya, Michael E. Ranneberger. The WDGA’s ‘Youth Peace Ambassadors’ will also begin planting ‘PEACE TREES’ at the ASK Showground in Nakuru.

Later in the afternoon, there will be a Peace Benefit Concert featuring well known local artists. Monies raised from the sponsors of the event will be used to provide the technology needed for the ‘Youth Peace Ambassadors’ ePal online network program.

➤ **Sunday, March 1, 2009, “Unity” Service:**

Local church leaders of multi-denominations will host a “Unity” worship service in Nakuru at the ASK Showground at noon. This setting will serve as a backdrop to help promote a message of Unity, Peace, and Reconciliation. The keynote speaker for the service is the Bishop Arthur Kitonga, president of Africa Evangelical Coalition.

➤ **Monday, March 2, 2009, WDGA Peace Roundtable Luncheon:**

WDGA and invited guests will meet at a roundtable luncheon to discuss solutions to the violence found in communities in Kenya. Corporate, religious, governmental, and educational leaders will gather to form a coalition to end violence and support the WDGA ‘Youth Peace Ambassador’ programs in schools. Businesses in Kenya will offer their perspective on how to end violence, encourage youth, and revitalize communities, while growing the economy.

About the WDGA ‘Youth Peace Ambassador’ Program

The Workforce Development Global Alliance (WDGA) started a new endeavor in 2008, called the ‘Youth Peace Ambassador’ program, which is a yearlong training series to develop young leaders living in poor and violent communities. The WDGA is a not-for-profit that recognizes the abilities of the students and offers training for those who wish to develop the skills that are necessary to obtain employment in their country.

“The WDGA celebrates Peace, Hope, and Unity in cities around the world. We are continuously working to expand our ‘Youth Peace Ambassador’ program throughout Africa and here in the U.S. where violence exists,” says Ambassador Dan Simpson, chairperson of the WDGA ‘Youth Peace Ambassador’ program.

In the U.S. numerous inner-city students are now receiving training from the WDGA to become ‘Youth Peace Ambassadors’ and there are currently over 500 students participating in Kenya. Students who have successfully completed the WDGA training will connect through an online network with other ‘Youth Peace Ambassadors’ to promote safety and economic development in their communities.

About the Workforce Development Global Alliance (WDGA)

WDGA’s mission is to promote economic self-sufficiency and to develop employability of disadvantaged primary, secondary and post-secondary students in Kenya, Africa through global corporate alliances. WDGA's is a member of the American Chamber of Commerce, Kenya (ACCK).

Through corporate and individual sponsors the WDGA has gained significant results in education, exposure, empowerment, experience, and employment opportunities for the youth in Kenyan and our ‘Youth Peace Ambassadors’. WDGA is committed to renewing hope from school to work one child at a time.

For more information about the Workforce Development Global Alliance (WDGA) and its programs, please visit our Web site at: www.wdganetworks.org.

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