

## \*\*\*JOINT PRESS RELEASE\*\*\*

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### CAMASEJ and LOYOC Sign Strategic Partnership Agreement

**Yaounde, Cameroon** - The Cameroon Association of English-Speaking Journalists (CAMASEJ) and Local Youth Corner, Cameroon (LOYOC) today entered into a strategic partnership with the signing of a Memorandum of Understanding (MoU). The agreement, which is non-binding at law, affirms the intention of CAMASEJ and LOYOC to collaborate locally with a focus on achieving sustainable development in Cameroon, and will last for four years with the possibility of renewal.

Under the MoU, both parties shall jointly work towards achieving peace and prosperity in Cameroon through collaborative project design and implementation as well as staff exchanges.

Viban Jude, National President of CAMASEJ, said: "This is momentous, and we think this is the way to go. It is important to build bridges with partners who share our vision and who can help us to achieve our main objective – improve the professionalism of our members."

Achaleke Christian Leke, Executive Director of LOYOC, believes the MoU will drive growth for both organisations. "The media community remains a critical partner in sustaining peace. We feel this MoU is a huge step for the peace-building community in Cameroon. Working together with CAMASEJ is historic as it will serve as a platform to amplify peace and sustainable development of Cameroon. My team and I will spare no effort to make this transformative," he said.

Neither CAMASEJ nor LOYOC is expected to generate any direct profit from this MoU.

**About LOYOC:** LOYOC is a leading youth-led, non-profit, and non-governmental organization created in 2002 to respond to the increase in the socio-political and economic challenges facing young people, such as unemployment, bad governance, gender-based violence, lack of quality education, poverty, corruption, the poor social justice system, and exclusion in the decision-making processes, which serve as push and pull factors to youth radicalization, involvement in crime, violence, and conflict with the law.

**About CAMASEJ:** CAMASEJ is a not-for-profit socio-professional association that brings together journalists in Cameroon practising essentially in English. Created in 1992, the association aims at building a strong network that can help journalists improve on their trade, and protect them whenever and wherever need be. The association develops and implements projects to better the well-being and productivity of its members and journalists across Cameroon. These projects are run by a group of independent experts who are recruited with competence in project and financial management, monitoring and evaluation as well as operations.

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