



FOR RELEASE ON 30th April 2020 AT 12 pm

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McNulty Foundation funds Africa Digital Media Foundation for COVID-19 Response

#CreativesAgainstCovid

[Nairobi, Kenya, April 29] — US-based McNulty Foundation has awarded the Africa Digital Media Foundation (ADMF) a grant towards its COVID-19 response, #CreativesAgainstCovid. #CreativesAgainstCovid will mobilize young creatives to create an online portal, video, animation, handbooks, and mobile apps to help the general public, health care workers and policymakers in Kenya to cope with the COVID-19 crisis.

Founded in 1985, the McNulty Foundation works to inspire, develop, and drive leaders to solve the most critical challenges of our time. Each year, the Foundation awards the McNulty Prize to fellows in the Aspen Global Leadership Network who have used their exceptional leadership abilities and entrepreneurial spirit to address the world's toughest challenges. This year, the Foundation has shifted its efforts to supporting Aspen Fellows that are responding to the COVID-19 challenge in their communities.

ADMF has been working since 2015 to create opportunities for youth in the creative industry. ADMF has partnered with organizations such as the Equity Group Foundation and FilmAid International to skill underserved youth. ADMF also works to formalize creative entrepreneurs to receive financing and has been actively pursuing policy changes to create an enabling environment for the development of the East African creative industry.

“ We believe everyone has a part to play in helping our country to get through this pandemic, including young creatives. This generous award will enable us to encourage and educate citizens about COVID-19, and most importantly to save jobs and lives,” Dr. Laila Macharia, Africa Digital Media Foundation Director and Aspen Fellow.

Africa Digital Media Foundation is a non-profit that exists to mobilize skills, financing, and policy change to create jobs for youth in Africa's creative industries.

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If you would like more information about this topic, please call Mukui at +254 776 133 766, or email partnerships@africadigitalmedia.org.