MEDIA INVITE
Korogocho Clean Up Day

Press Invite

Farm Concern International is partnering with Miss Tourism Nairobi Edition to host a Market Clean-up day in Korogocho.

With great pleasure, we invite you to attend this event, which will be held on Friday, 3rd October 2014, in Korogocho Market starting from 11am – 4pm. The theme of this year’s Miss Tourism Nairobi Edition is ‘Brains then Beauty’.

The event is a celebration of the meeting point between Agriculture and Tourism – through Agri-tourism, and aims to contribute in a positive way to the Korogocho community.

The event will be graced by Florence Nyaga, Ruaraka Sub County Administrator, and other key participants including Nyabuto Omache, Senior Chief of Korogocho Location, Gospel Musicians: Mbuvi, Guardian Angel and Mercy Masika and over 20 Traders. The larger Korogocho community will also participate.

Five of the finalists of Miss Tourism Kenya, namely: Eva Makena, Esther Sikujua, Gold Ogoti, Winnie Kasavi and
Brenda Mungai will be participating in Farm Concern International’s market development activity, in cleaning up the market as well as doing cat walk.

WTD Kenya 2014 is being held under the theme Tourism and Community Development - focusing on the ability of tourism to empower people and provide them with skills to achieve change in their local communities.

The event lines up with the World Tourism Day celebrated every year on 27 September. It is a global observance to highlight tourism’s social, cultural, political and economic value.

In the recent past, tourism is no longer limited to destinations which boast phenomenal wildlife or scenery. Indeed, even the farms and markets of Africa have become tourist destinations in their own right. Rural communities have become a critical part of tourism. Additionally, the rural landscape, which is often in the care of smallholder farmers, is a significant tourism asset. In recognition of Tourism and Agriculture as two critical contributors to the Kenyan economy, the event aims to create dialogue on what Agro-tourism can achieve, while contributing positively to the Korogocho Community through the market-clean up. Can our agriculture become a tourist attraction? We believe so!

We look forward to hosting you and your reporters at the event.

Thank you.

Press Contacts

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ABOUT FARM CONCERN INTERNATIONAL
Farm Concern International (FCI), is an Africa-wide Commercialization and Market Development Agency. We implement pro-poor business models and develop strategic alliances to enhance agri-economic growth across several countries in Africa. We have extensive local, regional and Africa-wide experiences on market research, value chain analysis, smallholder commercialization and market development.

FCI has facilitated smallholder commercialization and market development for 2.2 million households, and undertaken over 180 value chain analysis and market research across Africa. Over 5,500 strategic informal wholesale buyers, 500 corporate companies and 220 small and medium enterprises have made mutually beneficial connections with smallholder farmers. FCI has engaged in strategic partnerships with over 50 development agencies to develop and scale up proven solutions for smallholder farmers and communities at various levels of local economies.