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## MEDIA RELEASE

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# nbc sends underprivileged Youth to Nanjing Youth Olympics

### For Immediate Release

**12 August 2014.** Windhoek, Namibia. nbc is uniting with our Chinese partners to help send a Namibian contingent made up of youth from the 14 regions of our republic for the Nanying Youth Olympics.

About three thousand eight hundred athletes are making their way to the 2nd Summer Youth Olympic Games, which starts on 16 August 2014 in Nanjing, the capital city of Jiangsu Province, in China. Just the sheer magnitude of this year's games will surpass previous Olympic Games held for the youth.

Namibian athletes left on Sunday and we wish them all the best as they endeavor to bring home medals and fly the Namibian flag high.

The importance of sport as a unifying pursuit cannot be over-emphasized. Just recently, we felt the same spirit of unity and oneness when our sportsmen and women participated and recorded successes at the Commonwealth Games. Those games were shown by the nbc at considerable cost. But we felt duty-bound to bring you those games as we truly believe Namibia can truly hold its own. We also believe that our country possesses boundless talent, ready to excel and indeed make us proud, if only given the chance.

nbc Director-General Albertus Aochamub, says that, "for these reasons and more, nbc has again entered into an agreement with our partners and will show the 2<sup>nd</sup> Summer Youth Olympic Games on nbc1 and nbc3. Furthermore, we are thrilled to announce that your national broadcaster will not just be playing the rudimentary broadcasting role during this year's Games, but we are doing much more. Leveraging from our growing global partnerships, we are now able to make a meaningful impact in the lives of ordinary Namibian youth. In partnership with the Chinese Jiangsu Broadcast Corporation based in Nanjing, we are giving a once in lifetime opportunity to eight young sport fanatic Namibians to experience the Youth Olympics and hopefully nudge their dreams to one day compete at an international level."

This collaboration emanates from a 2012 Memorandum of Understanding signed between nbc and JSBC, were the parties agreed to cooperate on various fronts for mutual benefit.

The ultimate aim is to deepen the exchange and friendship between the young people of China and Namibia through cultural interactions. This will have a meaningful, lasting impact on the excellent country-to-country relations that are currently being enjoyed.

The nine-member Namibian youth delegation will be headed by Ms. Maria Magdalena Nepaya, the nbc Head of Content Hub. During their stay in Nanjing, they will attend the opening ceremony, watch games, take part in various cultural and educational activities, as well as interact closely with local students.

In this regard, we have chosen children from across the spectrum of society. But we have also made it a point to choose some of them from less-privileged backgrounds because we know, such opportunities are rare. Others are from rural Namibia, and will be flying for the first time ever in their lives:

- |                                    |                  |
|------------------------------------|------------------|
| 1. Romio Ricardo Goliath           | KARAS REGION     |
| 2. Ndinelao Ndahafa Hauwanga       | OHANGWENA REGION |
| 3. Abraham Goreseb                 | OSHIKOTO REGION  |
| 4. Marthin Hoeb                    | OSHIKOTO REGION  |
| 5. Epifania Venda Ndahafa Naukosho | OSHANA REGION    |
| 6. Sinead Jurgens                  | ERONGO REGION    |
| 7. Nguvitjita Kamarama             | OMAHEKE REGION   |
| 8. MulatehiMutwa Mukwame           | ZAMBEZI REGION   |

Finally, Aochamub reminds, “the nbc’s purpose is to inspire a growing nation. We do this through the programmes we broadcast. We do this, as our teams interact daily with Namibians helping to tell their story of triumph over adversity. We do this through highlighting the positive, untold stories of our past, present and future. Most importantly, we do this through impacting the life of one Namibian at a time. Through this collaboration, we trust that these young people will come back inspired from their sojourn in China and that their inspiration will lead them to be better citizens, helping to propel our country, to greatness.”

The DG expressed his appreciation and gratitude to the team that has worked so hard to make this event a reality. And added that he is happy to be part of this transformative journey of the national broadcaster.

**End**

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**ABOUT NBC ( [www.nbc.na](http://www.nbc.na) )**

NBC's Purpose is to become a leading Multimedia Public Broadcaster of Choice in Africa. It is the only Namibian broadcasting house that runs radio broadcasting in Ten (10) Namibian languages and three (3) Public Service TV channels. NBC offers local, SADC and International news, current affairs and entertainment programming and covers more than 95% of the Namibian population. It further broadcasts beyond the Namibian borders on the DSTV audio bouquet and online at [www.nbc.na](http://www.nbc.na)

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**ABOUT Digital Terrestrial TV ([www.nbc.na/dtt\\_home.php](http://www.nbc.na/dtt_home.php))**

Digital television is a new way of broadcasting television. Although digital terrestrial television changes the way pictures are sent to your TV, it won't change the way you watch television.

Since the beginning of television, we've been watching what is known as 'analogue television': TV signals are broadcast using radio waves, which are picked up by an aerial and sent down a wire to your TV, the analogue television receiver. Your set then changes the analogue signal into pictures and sound.

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## **About JSBC ([Info@jsbc.com](mailto:Info@jsbc.com))**

Established in June 2001, Jiangsu Broadcasting Corporation (Group) has become a top notch media operator and media player with global vision in Jiangsu and Eastern China. After ten years of tireless efforts, JSBC has risen to become the most powerful and provincial media giant in China.

JSBC incorporates 14 television channels, including 2 satellite television channels, 7 terrestrial channels, Film and TV channels, 4 digital pay channels as well as a mobile TV channel. In addition JSBC runs 11 radio frequencies, film studios, amongst various media companies.

From 2008 to 2008 JSBC is listed among China's most Valuable brands.