



FOR IMMEDIATE RELEASE

## Lekié Youth for Climate Action (JLAC) wins Best Youth Holiday Citizen and Environmental Education Initiative

Monatélé - Yaoundé, 31<sup>st</sup> August 2024 - We are delighted to announce that the Lekié Youth for Climate Action (JLAC) has been honoured with the Best Youth Holiday Citizen and Environmental Education Initiative Award!

In a fantastic turn of events, the barely two-year-old association, JLAC, has been nominated as one of the top three associations that have made a significant impact on youth and the population in the Centre Region of Cameroon through its maiden programme, "Sport and Green Holidays" also known by its French version Vacances Vertes et Sportives (2VS).

This nomination was sponsored by the Lekié Divisional Delegation of the Ministry of Youth and Civic Education as a fantastic endorsement of JLAC's proof of concept on how to promote climate action and youth empowerment through holiday tournaments.

"We are absolutely thrilled and honoured by this recognition," said Mr. Alain Ngono, President of JLAC. "This nomination is a huge validation of our innovative efforts to engage young people in climate action and sustainable development. We are so grateful for the amazing collaboration with Cameroonian institutions, which have been instrumental in our success!"

The "Sport and Green Holidays" programme has been nothing short of revolutionary! It has used the power of sports and recreational activities to educate and raise awareness about environmental protection, active citizenship and sustainable development in a way that has never been done before in our region.

The fantastic Sport and Green Holidays (2VS) programme has been running in the Endinding chiefdom, which comprises 35 villages, since July and will end on 1 September. It has a cross-generational appeal and is set to reach at least 5,000 people in a number of exciting ways! These include the distribution of leaflets during the soccer tournament, group discussions, the use of community radio as well as online media and social networks.

To test the concept, the inaugural edition, which has received the technical support from Cameroon ministries of Environment, Youth and Urban Development, includes several amazing activities! Among them: awareness-raising on the dangers of drug addiction, climate change adaptation, green trainings and employment, focus group discussions on community renovation of small public infrastructures such as boreholes or bridges, and the donation of soccer as well as cleaning materials.



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"We're thrilled to see such incredible enthusiasm from our partners! We can't wait to expand future editions to other divisions and increase the number of partnerships," added Joel ABENA, JLAC Secretary General.

Sport and Green Holidays, is one of the many innovative initiatives launched by JLAC to promote the realization of a green, peaceful and prosperous environment for all!

#### About JLAC

JLAC is a unique initiative that brings together young people from or residing in Lékié Division to think about the most decisive and innovative ways our generation can provide concrete answers to the climatic challenges affecting our soil, water, landscape and wildlife. Our headquarters is in Monatélé. For more information, visit our website [www.jlac-lekie.org](http://www.jlac-lekie.org) or email us at: [jlaclekie@gmail.com](mailto:jlaclekie@gmail.com).



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