

2000FM launches Africa Fridays to #SaveOurGirls

In an aim to save the Nigerian school girls who were abducted in April, SABC's 2000FM has decided to take action and embrace this challenge during Africa Month.



The station has vowed to create pressure on Nigerian Authorities to take action now via its on air campaign as well as on Twitter (using [#SaveOurGirls](#)). The station is also the former Official Radio Station for the 2010 FIFA World Cup which was held in South Africa - 2000FM said it will do everything in its power to force the global football authority FIFA to re-consider Nigeria's participation in the 2014 FIFA World Cup in Brazil happening in a few weeks' time - should no action be forthcoming and the school girls released unconditionally.

Says 2000FM Station Manager, Carlito Sheikh: "One can hardly imagine the pain felt by the families of young girls kidnapped by Boko Haram. Only Africa can bring peace to Africa - as we celebrate Africa Day or Africa Month as 2000FM/SABC. We as a SABC national public broadcasting radio station have decided to lend our voices to the hundreds of thousands of fellow Africans that want to see these young girls be released immediately.

Special and increased attention

"2000FM has therefore launched an on air and new media Twitter campaign called Africa Fridays which will see the station's programming draw special and increased attention around the kidnapping of over 200 Nigerian school girls. The station and its listeners want to see action being taken and the restoration of human rights and religious tolerance restored or respected as we observe Africa Day on the continent.

"2000FM is well known for its coverage of live sport and especially the role it played by being the first ever Official Radio Station for the 2010 FIFA Soccer World Cup. The station will also lead the charge to have Nigeria expelled from the FIFA World Cup happening in Brazil should no action be taken in the coming days leading up the 2014 FIFA World Cup. We are encouraging all friends and fans of the station especially fellow South Africans and Africans alike to tweet their support using the [#SaveOurGirls](#) hashtag.

"In the words of Nelson Mandela: "There can be no keener revelation of a society's soul than the way in which it treats its children."

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