



## FOR IMMEDIATE RELEASE

**Gaborone, 10<sup>th</sup> May 2018:** The Red Card Campaign, by the National Integrity Alliance has this evening won two awards during this year's SABRE Awards by Holmes Report taking place in Gaborone, Botswana.

The [Red Card Campaign](#) was entered and won in the Gold SABRE Awards for Public Relations Campaigns – Geographical Category, winning the Eastern Africa Award and for the Public Relations Campaigns - Public Affairs/Government Relations.

The Campaign was and remains a citizen driven campaign created to rally public support against corrupt and unethical leadership, raise awareness and empower frontline constitutional institutions to implement Chapter Six on Leadership and Integrity of the Constitution of Kenya.

The [Superior Achievement in Branding, Reputation and Engagement \(SABRE\)](#) awards are held annually and seek to recognize public relations work that demonstrate the highest level of *strategic execution*, *planning*, *creativity* and *results*. The awards go beyond media measurement to award Public Relations Campaigns that demonstrate courage, authenticity, engagement, shareability, ethics and causes behaviour change.

Speaking during the award ceremony in Gaborone, the NIA's Caroline Gaita noted that the experiences learnt from the campaign will provide momentum for the fight against corruption in both national and county governments. "Building on the *urgency* and *momentum* created by the declaration of 2018 as the 'AU Year of Anti-Corruption', we believe that our experience can help spur a catalytic citizen action across the continent."

The win for the Red Card Campaign is an affirmation of the strategic planning and execution of the campaign that led to a catalytic citizen action on Integrity as Kenya went into the 2017 elections. The success of the campaign: *8 of the 20 red-carded persons were not elected to office, unprecedented media coverage, action by the anti-corruption body against corrupt public officials and the impetus given to the reports by the Auditor General are some of the lessons to be shared*. In addition, integrity and ethics concerns have emerged strongly in the elections petitions filed after the elections in 2017. As Africa marks the [AU Year of Anti-Corruption](#), African countries can use the campaign to catalyze citizen actions for better governance. The campaign can be replicated in various countries that are grappling with integrity issues.

The National Integrity Alliance remains committed to the entrenchment of good governance in the public system and will continue with its mandate to ensure accountability and prudent use of public resources. The campaign is following up and advocating for action to be taken against those who fell/fall short of the Leadership and Integrity standards as per the Constitution of Kenya. The NIA will also support frontline constitutional institutions to ensure transparency and accountability in resource management.

The Red Card Campaign was named the public campaign of the year during the 17th edition of the Public Relations Society of Kenya (PRSK) Awards for Excellence in November 2017. The campaign is eligible for the Global SABRE Awards which recognizes the best PR campaigns globally. This has the potential to position the fight against corruption on the global map. The Global SABRE Awards will take place at the Water Gate Hotel, Washington D.C. on October 24, 2018. The win is also an affirmation of the quality of public relations practice in the country under the auspices of the Public Relations Society of Kenya. The Conference, convened by the Africa Public Relations Association and themed "RE-PResenting Africa," resonates well with the AU focus to shift Africa's narrative as a corrupt continent.

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## **WHO ARE THE NATIONAL INTEGRITY ALLIANCE (NIA)?**

The National Integrity Alliance (NIA) is a citizen-centered integrity and anti-corruption coalition comprising the *Transparency International-Kenya*, *Society for International Development*, *Inuka Kenya Ni Sisi!* and *Mzalendo Trust*. NIA seeks to breathe life into the constitutional promise on Integrity by catalysing frontline ethics and anti-corruption institutions and active citizens to *Detect, Deter, Disrupt and Defeat* corruption at all levels of society.

## **MEDIA CONTACT**

Kevin Mabonga

Email: [kmabonga@tikenya.org](mailto:kmabonga@tikenya.org)

Tel: 0720804814