



PRESS RELEASE

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APRA Elects New Executive Council Members

The African Public Relations Association (APRA) has elected new members into its Executive Council. They are: Mr. Peter Mutie of Kenya as President, Ms. Christina Chima of Zimbabwe as Vice President while Mr. Yomi Badejo-Okusanya of Nigeria is now the Secretary General.

Immediate Past President and Secretary General Mrs. Kate Bapela of South Africa and, Dr. Wole Adamolekun of Nigeria become automatic members.

This election took place at the recently held 24th Annual General Conference of the association in Mombasa, Kenya attended by over 200 members from different member nations in Africa.

Established in March 2008, APRA is the successor body to the Federation of African Public Relations Associations (FAPRA), which was inaugurated in 1975 in Nairobi, Kenya.

APRA's aims and objectives include: attainment of highest standards of professional practice for Public Relations in Africa, promotion of Africa's unity and co-operation especially as a consultant body to the African Union and its various agencies.

Other objectives of APRA are; to be the clearing house for public relations information in Africa, to set standards of public relations practice through its code of ethics, to foster the establishment of national and sub-regional public relations associations so that the profession can flourish in the continent and to publish bulletins and journals on public relations in Africa.

Speaking on the elections, Mr. Yomi Badejo-Okusanya, the Secretary General of APRA thanked members for the confidence reposed in him and other elected officials. He pledged on behalf of all the newly elected executives, that their efforts will be concentrated on strengthening membership of the body, improve its financial base and operational structure and ensure that the aims and objectives of the association are achieved.

He further added that APRA is set to work with stakeholders to expand the frontiers of PR practice in Africa by encouraging growth of national and sub-regional public relations associations on the continent.

Other past Presidents of APRA include Jesse Opembe (late), Bob Ogbuagu, Mohammed El Gohary, Nabanyin Pratt, Mike Okereke, Victor Nartey, and Joseph Emmanuel Allotey-Pappoe.

END

Signed:

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About APRA:

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