

For immediate release

**MEC LBOGANG MAILE TO LAUNCH THE GEP START UP KIT PROJECT**

On **Tuesday, the 12th of February 2019**, MEC Lebogang Maile will be launching the GEP Start Up Kit Project. The project is aimed at empowering unemployed youth based in the townships who have business ideas that have potential to create jobs for the youth. This will further help with improving their livelihood, break the unemployment challenges and assist them in contributing to the mainstream economy of Gauteng. Each beneficiary will obtain a Start Up Kit to the value of R12 000.00.

Objectives of the project are:

- To create business opportunities for unemployed youth across all 5 Gauteng township corridors through the provision of Start-Up kits;
- Inculcate a culture of entrepreneurship within young unemployed youth;
- Contribute to the reduction of youth unemployment;
- Register start-up businesses, as well as
- Stimulate the township economy and boost young people moral.

The project forms part of a broader agenda of building an enduring culture of entrepreneurship which is the vital cog of the township economy.

**The details of the event are as follows:**

**DATE:** Tuesday the 12<sup>th</sup> of February 2019  
**TIME:** 09:00  
**VENUE:** Emoyeni  
**ADDRESS:** 15 Jubilee Rd, Parktown, Johannesburg, 2193

**Members of the media are hereby invited to attend and report. To RSVP kindly email: [Mkeetse@gep.co.za](mailto:Mkeetse@gep.co.za)**

**ENDS/**

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