

## 'Go For It' youth campaign launched

This week saw the launch of Airtel Networks Zambia's youth targeted initiative, 'Go for It'. The campaign aims to enriching the lives of Zambia's youth and to empower them with the relevant tools and initiatives for deepening data usage and knowledge.



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Airtel managing director, Charity Lumpa, said: "The Airtel 'Go for it' campaign is offering the youth an exciting, very affordable, high-speed internet service which allows them to make video calls, have quick and easy access to social sites, email; download music quickly and even originate and participate in video blogs."

"We have launched the campaign to motivate the youth so to work towards achieving their dreams and use the mobile internet platform as a means of generating revenue generating activities as emerging entrepreneurs."

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