

ANC launches cellphone app

The Western Cape ANC has launched a cellphone application to communicate with the province's youth ahead of next year's elections, The Cape Argus has reported.

"We live in a society where, to reach the youth, social media platforms are most effective," African National Congress provincial chairman Marius Fransman was quoted as saying.

The "myancwc" application reportedly went live on the social platform site Mxit on Saturday.

Mxit spokeswoman Sarah Rice told the newspaper about 800 people had asked questions about the app within hours of its launch.

She said there were a million Mxit users in the province, most of them aged between 18 and 24.

Source: Sapa, via I-Net Bridge

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