



AFRICAN RENAISSANCE AND DIASPORA NETWORK

MEDIA ADVISORY

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Appointment of New African Renaissance and Diaspora Network (ARDN) Country Representatives for the Republic of Guinea and the Republic of Mali.

NEW YORK, UNITED STATES OF AMERICA. Dr. Rouguiatou Balde, and Ms. Koura Doumbia, have been appointed as ARDN Country Representative for the Republic of Guinea, and the Republic of Mali, respectively. Dr. Balde will also serve as ARDN Special Adviser for Canada. In these roles, they will assist in the development, implementation and promotion of ARDN programs under the direction of Dr. Djibril Diallo, ARDN President and CEO. Their appointments begin on 8 January 2020.

Dr. Balde has over 15 years of blended experience in clinical and public health program development with focus on SRHR, MNCH, HIV/AIDS, health systems strengthening, community development, gender equality. She has an extensive experience in project management, capacity building, strategic planning, policy formulation which she acquired in various geographical areas including the United States, Canada, the Caribbean, Sub-Saharan countries.



Ms. Koura Doumbia has expertise in human resource management, and is currently at the Center for Humanitarian Dialogue, Bamako, Mali and a consultant to the Head of Human Resources for the Sahel Area. In this role she has employed her expertise to set up the Human resources department and provide management oversight and leadership including developing an HR strategy for the country program in support of the organizations, regional, and global goals and objectives.

The ARDN is an internationally operating NGO headquartered in New York, with the status of a United States 501(c)(3) public charity. ARDN's mission is to accelerate the attainment of the African renaissance by advocating for and supporting United Nations programs and priorities. To this end, ARDN mobilizes the passion of government, educators, artists, intellectuals, the private sector, civil society and youth, using the power of art, sport and culture as vectors for creating a better world. ARDN serves as the Secretariat for the Global Alliance of Mayors and Leaders from Africa and of African Descent.

ARDN is currently spearheading the “Pathway to Solutions” initiative, a special project for the United Nations to popularize the Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development of the United Nations, in collaboration with various United Nations entities and offices, governments, civil society, academia and the private sector, and the world of sport and culture. The goals are critical to ending poverty, protecting the planet and ensuring that all people enjoy peace and prosperity.

Within the framework of the Pathway to Solutions initiative, ARDN has launched its “Red Card Campaign.” In the game of football, a red card signifies a serious infraction of the rules. In this context, the Red Card Campaign seeks to “give a red card to all forms of discrimination and violence against women and girls.” to give a red card to all forms of discrimination and violence against women and girls.

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