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## **PRESS STATEMENT FOR IMMEDIATE RELEASE**

### **LAUNCH OF THE MIGRANT MEDIA ACTION PROJECT (#MMAct)**

The Migrant Media Action (#MMAct) project in The Gambia has officially been launched on 23 February 2026! #MMAct is an innovative project that draws together the media and communities in The Gambia in an 18-month initiative to collectively create, manage, and share credible migration news for safe migration decisions and positive livelihood alternatives in communities.

At the heart of this project are the media, communities, and relevant stakeholders in migration governance and administration. Together with these actors, #MMAct focuses on fostering among the media and communities, enhanced knowledge in migration discourses, co-creation and co-sharing of credible news, access to credible migration information, and freedom of expression.

*"through comprehensive training for journalists and community-based activities for improved access to reliable information systems, we aim to change the migration discourse in The Gambia, moving from a narrative of desperation to one of informed decision-making and positive local alternatives"* (Lamin Sanneh, #MMAct Country Coordinator, The Gambia).

Implementation of #MMAct will be done through its Migration Literacy Guide. The Guide has been developed by the project team in The Gambia as the outcome of qualitative research conducted between October and November 2025. The Guide has been validated by the media and communities present at the project launch.

Funding for this project is from the German Federal Ministry for Economic Cooperation and Development (BMZ), #MMAct is implemented in The Gambia by Peace Hub The Gambia, a youth-based organization for peace-building and social harmony, with institutional support from r0g\_agency for open culture and critical transformation, a Berlin-based nonprofit Organisation. The four target regions where #MMAct is being implemented in The Gambia are the West Coast, North Bank, Upper River, and Lower River regions.

#MMAct draws from the successes of r0g\_agency's previous migration-based project in The Gambia, called the Migration Media Network (#MMN).

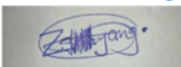
For more information about the Migrant Media Action project, please contact the address below.

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