MEDIA STATEMENT
FOR IMMEDIATE RELEASE
DATE: 15 March 2025

MEC MASEKO TO ENGAGE CREATIVE INDUSTRY TO TACKLE GENDER-BASED VIOLENCE THROUGH ART

The Limpopo MEC for Sport, Arts, and Culture, Funani Jerry Maseko, will engage with members of the creative industry, including artists, actors and other cultural practitioners, to explore innovative ways of addressing Gender-Based Violence and Femicide (GBVF) through artistic expression.

The engagement underscored the vital role that the creative sector plays in shaping social narratives and raising awareness on critical issues such as GBV. MEC Maseko emphasized that art, music, and other creative platforms have the power to inspire change, challenge harmful societal norms, and serve as a voice for survivors.

“As a province, we must utilize every available platform to fight against GBV. The creative industry is a powerful tool for advocacy, healing, and education. We want to work closely with artists and designers to develop impactful campaigns that not only raise awareness but also drive meaningful change in our communities,” said MEC Maseko.

The much-anticipated engagement will focus on collaborative efforts, including theatre and performances that will amplify the anti-GBVF message across the province. The MEC also reaffirmed the government’s commitment to supporting artists in using their craft as a force for social transformation. This engagement is part of a broader strategy by the Department of Sport, Arts, and Culture to integrate creative solutions in the fight against GBV.

The event is scheduled as follows:

Date : 17 March 2025
Venue : Polokwane
Time : 10:00

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