

“TKC AFRICA - FLEX WATCHES” POST PRESS LAUNCH

Today, there are humanitarian initiatives that are goaled towards helping the present and future generations in tackling some of society’s most distressing health and socio-economic issues, thus, the birth of the partnership between The Knowledge Channel (TKC) Africa and Flex Watches.

Established in 2011 with its sole mission being “To make a difference!”, Flex Watches created the “10 Watches - 10 Charities - 10 Percent” plan of action to serve as a medium for raising funds for charity. With ten (10) types of watches that come in ten (10) cause-designated colours, ten percent (10%) of each purchase value will be dedicated to organizations whose goal is to work towards the respective cause.

Leading the “Flex Your Cause” movement in Ghana is Anita Erskine, Brand Ambassador for Flex Watches. At the Press Launch in Accra on Wednesday, 30th November, 2016, she disclosed some causes that are very dear to her such as Breast Cancer and Autism and spoke about how Flex Watches continue to positively affect lives in societies in many parts of the world with all its linked causes.

“...If you want to make the world a better place, take a look at yourself and make that change!” said late music legend and human-rights activist Michael Jackson; at a time in world history when war, famine and poverty were in permanence. Africa holds many brilliant advocacy organizations currently that lack funding and support. Some of these organizations work towards making clean water accessible in deprived areas, as well as food and health-care. By “Flexing your Cause” the march to draw social phenomena around the world close to extinction becomes activated accordingly.

Director of TKC Africa, Hannah Acquah, expressed her gratitude to Ghanaians who are joining the global movement and also encourages Africans across the diaspora to take advantage of it to help foster the growth and development of the continent. Also present at the launch was Brand Ambassador for Lagos, Nigeria who is due to be unveiled in 2017, musical phenomenon Lamboghinny.

Flex Watches can be purchased from all leading boutique stores in Osu – Elle Lokko and at Ridge – Untamed Empire all in Accra, Ghana.

8th December 2016