



**PRESS STATEMENT**  
**FOR IMMEDIATE RELEASE**  
**1 June 2026**

**DEVELOPMENT THROUGH MEDIA (DTM) JOINS KENYANS IN MARKING  
MADARAKA DAY 2026**

*“Reclaiming the Promise of Freedom through Civic Action, Media Accountability and Inclusive Development”*

As Kenya marks Madaraka Day this 1st June 2026, Development Through Media (DTM) joins millions of Kenyans in celebrating a defining moment in our nation’s history — the attainment of self-rule and the restoration of dignity, agency and hope to the people of Kenya.

Madaraka Day reminds us of the sacrifices made by our founding fathers and mothers who envisioned a free, just, united and prosperous Kenya anchored on equality, human dignity and democratic governance. Their struggle was not merely against colonial occupation, but against exclusion, poverty, exploitation and the denial of opportunity.

Today, more than six decades later, Kenya has made significant strides worth celebrating. We have witnessed constitutional reforms, expansion of democratic space, devolution of power and resources, increased access to education, improved infrastructure, a vibrant media landscape and growing civic consciousness among citizens, especially young people. The 2010 Constitution remains one of the greatest milestones in deepening democratic governance, public participation and the protection of human rights. Kenyan citizens continue to demonstrate resilience, innovation and patriotism even amidst economic and political uncertainties.

However, as we celebrate these gains, we must also confront the unfinished business of nationhood.

Many Kenyans continue to grapple with unemployment, inequality, corruption, rising cost of living, gender-based violence, shrinking civic spaces, misinformation, political intolerance and exclusion from meaningful participation in governance and development. The promise of freedom remains incomplete when millions of citizens still struggle for economic dignity, social justice and equal opportunity.

At DTM, we believe that the true spirit of Madaraka lies not only in commemorating the past, but also in renewing our collective commitment to building a society that works for all. Civil society organizations have a critical role to play in recapturing the dreams of Kenya's founding generation. We must strengthen civic education, amplify citizen voices, defend media freedom, promote accountability, support evidence-based public discourse and create platforms for inclusive dialogue and participation.

As an organization committed to using media for social transformation, DTM remains dedicated to:

- Promoting civic awareness and democratic participation
- Advancing media literacy and responsible communication
- Amplifying marginalized voices
- Supporting youth engagement in governance
- Strengthening social accountability and public dialogue
- Advocating for human dignity, inclusion and social justice.

This Madaraka Day, we call upon all Kenyans — government institutions, civil society, the private sector, faith-based organizations, the media and citizens — to recommit themselves to the values of integrity, patriotism, justice, inclusivity and service to humanity.

The freedom our forefathers fought for must translate into opportunities, dignity and hope for every Kenyan.

Kenya belongs to all of us, and its future depends on our collective courage to protect democracy, uphold truth and work together for the common good.

Happy Madaraka Day, Kenya.

**Signed:**

Ms Dommie Yambo-Odotte,  
Executive Director and Producer

**Development Through Media (DTM)**

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