



PRESS STATEMENT
FOR IMMEDIATE RELEASE

Tuesday, 20 October 2026

On This Mashujaa Day, DTM Calls for Active Citizen Action

As Kenya celebrates Mashujaa Day, **Development Through Media (DTM)** honours the heroes and heroines whose sacrifices secured our freedom and calls on citizens to defend and advance the ideals of our Constitution.

We urge Kenyans to turn patriotism into action by participating in public affairs, holding leaders accountable, protecting public resources, challenging corruption, rejecting misinformation and hate speech, and exercising their democratic rights peacefully and responsibly.

Young people, women, persons with disabilities and marginalised communities must actively shape decisions affecting their lives. Citizens must engage their leaders beyond elections, demand transparency and ensure that public resources serve the common good.

DTM reaffirms its commitment to inclusive, responsible media that amplifies citizens' voices, promotes social accountability and strengthens democracy.

Our heroes fought for freedom; our responsibility is to make that freedom meaningful through informed, active and accountable citizenship. Kenya's future depends on all of us.

Signed:

Ms Dommie Yambo-Odotte,
Executive Director and Producer

Development Through Media (DTM)

“Empowering Communities Through Information, Participation, and Social Transformation.”

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