



"A diamond among pearls"

FINITE MAGAZINE

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RE: 5TH ANNUAL FINITE WOMEN APPRECIATION AWARDS - Brief Background

The Annual Finite Women Appreciation Awards (FWAA) is an initiative by a Lesotho based women's publication called Finite Magazine which is distributed in both Lesotho and South Africa. It provides a countrywide platform of recognizing outstanding Basotho women and commending those men in support of their empowerment.

This year of 2016 the event has introduced the much needed male inclusive twist towards supporting women in areas that are not only productive, but economic as well. ***As the initiative praises women who have contributed in uplifting the country and nation at large, with effect from its 5th anniversary it is equally recognizing the males who are making it possible for women to be recognized for their efforts and potential.***

It goes without saying therefore, that this is by far the biggest event in the country that puts women in one gathering to honor them, promote them and encourage improved lifestyles. Basotho supporting women from all over the world are appreciated in this event which also sees visitors from all over enjoying the once in a year prestigious event. With men and women alike welcome to attend the event, the FWAAs continue to draw hundreds of guests in the mountain kingdom to support and celebrate with women.

- ✓ The first awards saw their first launch in August 2012 at 'Manthabiseng Convention Centre, attended by around 400 women where women in **16 categories** were awarded.
- ✓ The second annual awards were held the following year (2013) at the Lehakoe Sports and Recreation Club, attended by around 500 women, where women in **15 categories** were awarded.
- ✓ The third annual awards were held at Maseru Sun Cabanas in 2014, attended by around 600 women (and men), where women in **10 categories** were awarded.
- ✓ The fourth annual awards were held at Maseru Sun Cabanas in 2015, attended by around 700 women (and men), where women in **10 categories and 10 overall district winners** were awarded.

The 2016 FWAAs, which will be on the 27th August 2016 in Maseru, promise to be a more prestigious and memorable event for citizens with **10 female categories, 10 overall district winners and 5 new male categories** having been introduced!

This year, the FWAAs are going bigger as they are now national. The anticipated turnout is close to 800 attendants to this prestigious event. The nominees will be from all ten districts of Lesotho, with nationwide promotion and public relations activities to the actual 10 districts to promote the event from Mar-May 2016, and voting commencing on 1st July 2016.

We invite all to partner with us towards this grand initiative!

"It is really difficult, if not impossible, to pledge for parity in different spaces of growth, leadership and development if men feel sidelines or are not eager to join in this enormous task that challenges the status quo" – BGF