



FOR IMMEDIATE RELEASE:

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Contact: Surinder Sharma

Email: surinders@smartkidzclub.com

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JUST LAUNCHED IN NAMIBIA—US DIGITAL READING APP SET TO PROMOTE EDUCATION FOR CHILDREN AT GRASSROOTS LEVEL

Smart Kidz Club, a Delaware based US company is excited to announce the launch of its digital reading app titled **Namibia Reads** in the African country of Namibia. Namibia was selected to receive one year complimentary sponsorship, valued at approximately USD 1 million, of the Smart Kidz Club digital reading app for the entire country. **Namibia Reads** is freely available for download in Namibia on both Android and iOS platforms. The countrywide access is sponsored by the Foundation for Accessible Children's Education ([FACE](#)), a New York based non-profit with a mission to enable children in underprivileged areas around the world to receive access to quality education through digital solutions. This is a major sponsorship by the US nonprofit, FACE and according to one of their board members **"they hope to carry this wave across the world."**

A formal Memorandum of Understanding has been signed between FACE and Namibia's Ministry of Education, Arts, and Culture. Ms. Sanet Steenkamp, Executive Director of the Ministry of Education, Arts and Culture who signed the MoU said, *"On behalf of the Republic of Namibia, we wish to extend our warmest appreciation and heartfelt thank you towards Smart Kidz Club as well as the Foundation for Accessible Children's Education and we are absolutely delighted and extremely honored to be the recipient of the Smart Kidz Club application i.e. Namibia Reads that is towards the sponsorship of 1 million in US Dollars. Thank you sincerely. The Ministry of Education, Arts, and Culture has as one of its strategic objectives, the numeracy and literacy improvement in terms of competency and skills and this application will just assist us to ensure that more children, learners, and adults actually improve their knowledge and their skills."* Ms. Namutenya N.T Hamwaalwa, the Deputy Director of Namibia Library and Archives Service who has been closely associated with this project said, *"Woow.....Words alone cannot express how grateful we are right now. We feel so honoured to get this opportunity and support and we are sure it will be of great benefit to Namibia."*

The Ministry of Education, Arts, and Culture is actively promoting the app to the citizens. Moreover, the app comes at the right time where learners are mostly confined in their homes due to COVID-19 restrictions.

Here are some of the press links from Namibia.

[The Namibian Sun: App aims to make Namibia a reading nation](#)

[Namibia Economist: Local Digital App Set To Promote Education For Children At Grassroots Level](#)

[Windhoek Express: A whole new e-reading world thanks to app](#)

[Ministry of Education, Arts and Culture@MoEACNamibia](#)