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## **MEDIA ALERT**

### **ATTENTION: EDITORS/JOURNALISTS**

### **RE: MEDIA BRIEFING ON FINDINGS OF INFORMAL TRADERS SURVEY**

Members of the media are invited to a media briefing scheduled to take place on the 19<sup>th</sup> March 2008 at Khotso House in Marshalltown, Johannesburg. The media briefing will be held by the Ecumenical Service for Socio-Economic Transformation (ESSET) and Infusion, a valued research company to disclose the findings of the Survey on Informal Traders within Johannesburg's Inner City.

ESSET, as an ecumenical advocacy agency affiliated to the South African Council of Churches, is committed to working for the transformation of socio-economic process and systems. Based on this commitment, it has since commissioned a survey conducted by Infusion on the well-being of the informal traders (street traders) in the Johannesburg Inner City and surrounding areas. Consequently, the commissioning of research is in line with ESSET's role of helping to better the quality of life of the vulnerable. ESSET has been concerned about the knotty environment in which the informal traders operate.

In the recent past, it was generally observed that the informal traders were subjected to amongst others harassment and ambiguous trade regulations from law enforcers and organisations claiming to represent them. The Johannesburg's Inner City and the surrounding areas have an estimated 12 000 informal traders, with close to 30 organisations representing them.

During the briefing, members of the media will be notified about the findings of the survey report and a proposed way forward in addressing the identified challenges. Representatives from informal trader organisations will also brief the media on challenges they face on daily basis.

**The media briefing will take place as follows:**

**Date:** 16 April 2008

**Time:** 10:00

**Venue:** The Chapel, 1<sup>st</sup> Floor, Khotso House, 62 Marshall Street, Johannesburg

**Issued by ESSET Communication Service**

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