



FOR IMMEDIATE RELEASE

CONTACT:

Emma-Jayne PAUL
AMT Forum
2, rue Sainte Zithe
L-2763 Luxembourg
info@amt.forum.org


AMT Forum launches its Facebook and Twitter pages!

Luxembourg, 21st of July, 2010 - AMT Forum is pleased to announce the launch of its Facebook and Twitter pages! By entering the world of social media, AMT seeks to expand its visibility among the wider public and add value to its activities by encouraging its members and other stakeholders to actively exchange and interact on these virtual platforms.

Facebook

AMT has created a page (searchable at www.facebook.com under the name [African Microfinance Transparency Forum \(AMT\)](#)) in order to establish a platform of interaction amongst its members and other individuals or organisations interested in African Microfinance Transparency, who are also on Facebook. This page features announcements, information and news, as well as a special section on AMT’s events, which includes information and photos from the Forum’s past and upcoming events.

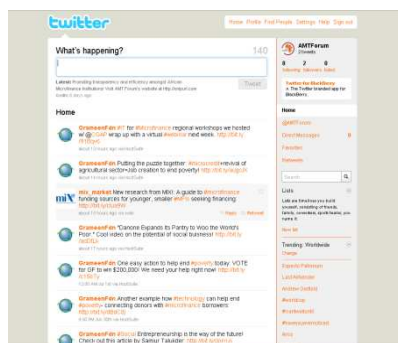


In order to participate in the activity of AMT’s Facebook page, Facebook users can click on the  button to become a “fan” of AMT Forum’s page.

“Fans” can then actively contribute to the page by posting and responding to comments, information or links onto the page’s Wall. They can also add photos either directly onto the Wall, or to specific Events that have taken place. AMT encourages participants who attended the Investors Fairs to upload their own photos of the events, and engage in discussion threads within the Event page. (NB: all content is available in English and in French).

Twitter

Twitter is a networking site built around a very simple principle: to share information with the world in real time and in short, 140-character messages, which are called “tweets”.



AMT has created a page for Twitter users (searchable at www.twitter.com under the name [AMTForum](#)), which will be used to keep AMT members, investors and stakeholders interested in African Microfinance Transparency up-to-date with the Forum’s latest news, activities, events and information of interest to the community.

In order to be kept up to date with AMT’s tweets, Twitter users can choose to “follow” AMTForum and so have AMT’s tweets displayed on their own homepage, from where they can easily

view AMT’s Twitter activity.

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AMT's website

For the easiest and fastest access to these tools, AMT's website, www.amt-forum.org, now features two buttons that directly link the website with both the Facebook and Twitter pages.

About AMT Forum

Created in 2003, AMT became a legally constituted association registered in South Africa in 2008 and aims to promote transparency and strengthen performance of Africa MFIs in order to improve the efficiency of their actions and activities in terms of poverty alleviation. It seeks to do this by developing the use of external microfinance ratings and evaluations of African MFIs so as to promote their growth, development and professionalisation.

The purpose of AMT is to reinforce the credibility of the microfinance sector by encouraging a larger number of MFIs to provide transparent and standardised financial information and engage in regular updates of their ratings.

AMT membership constitutes rated African MFIs, some of which were the first to undergo a microfinance rating in Africa, and the four main specialised rating agencies active on the continent. It further incorporates associate members that are also involved in the promotion of transparency or ratings. A full list of members can be consulted on our website.

For more information on the African Microfinance Transparency Forum please contact Emma Paul or visit www.amt-forum.org

Additional Information

AMT Forum

2, rue Sainte Zithe

L-2763 Luxembourg

Tel: +352 45 68 68 31

Fax: +352 45 68 68 68

info@amt.forum.org

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