

# Springster, BBM Messenger launch Girl Talk in SA, Nigeria

Springster, NGO Girl Effect's global mobile-first platform for vulnerable young women, has partnered with Creative Media Works (operating as BBM Messenger) to launch Girl Talk - a content offering that aims to 'create a new normal' for young women.

Using inspiring, entertaining and educational real-life stories, as well as features authored by young women, Springster not only connects young women with the information they are unable to find online, but also builds women's confidence and equip them with skills to help fulfill their potential offline. Users will have access to content made exclusively for them, and the opportunity to control which stories they read.



Designed for low-bandwidth environments and optimised for feature phones, Springster is currently live in 66 countries, 17 languages, and supported by 78 mobile network operators worldwide. It is one of Facebook's Free Basics' top-five most visited sites and accessed by an average 1.3-million unique users per month.

## Lack of knowledge and confidence

Khwezi Magwaza, editorial director of Springster said: "Girl Effect's research looking at the lives of vulnerable girls in places like Nigeria and South Africa identified that a lack of knowledge and confidence were the key drivers for holding young women back in life. Mobile allows us to reach young women in a way that's never been possible before and by partnering with BBM, we have an incredible opportunity to further unlock Springster's potential. BBM's reach will mean we can positively influence millions more young women and help them find meaning and strength in each other's experiences. In so doing, it creates positive change in women's lives by building their knowledge, resilience and self-belief."

Matthew Talbot, CEO of Creative Media Works, the company that operates and runs BBM Consumer globally, says that the content partnership is a heartfelt one for the company: "Our role is not just about the platform we provide; it's about making a difference. The reality is that many young women need self-belief and support from families and their communities; they need skills that will empower them to access services and role models. By providing access to these and other services via Girl Talk, we can help young women become more visible, vocal and knowledgeable. This can help lead to a realisation that they are entitled to healthcare, education and freedom of choice."

"We have initially targeted South Africa and Nigeria as two of Africa's leading countries, with more than 30-million young women seeking vital information and support. Thereafter we aim to launch this content to further countries."



Matthew Talbot, CEO of Creative Media Works

<http://bbm.za.hey.springster.com/> [Click here](#) for more information, or go to [www.girleffect.org](http://www.girleffect.org).

For more, visit: <https://www.bizcommunity.com>