

**For immediate release  
Friday, May 5, 2023**

### **Announcement: New Executive Director**

The Board of Directors of the Council for the Advancement of African Canadians in Alberta (Africa Centre) is pleased to announce the appointment of Samuel Juru as Executive Director. Sam starts his role on Monday, May 22, 2023. Africa Centre's Board Chair, Kemoh Mansary states that "The Board welcomes Sam and his leadership in advancing Black communities in Edmonton. Sam is a prominent member of the African community and brings a wealth of experience from the public sector where he has led a variety of community initiatives in different parts of Canada. His career has also led him to different African countries working with Global Affairs Canada and other international development organizations."

Sam joins the Africa Centre from the City of Edmonton, where he has been working as the City's Lead for Immigration and Settlement. Sam is an experienced strategic planner with a demonstrated history of utilizing social innovation and project management skills to solve complex socio-economic problems in government and in the non-profit sector.

In starting his new role, Sam highlights that, "I am excited to be part of Africa Centre, an organization with a culture of excellence and a human-centred approach in working to improve and prosper the lives of the diverse peoples of African descent. Working with the board and staff, I look forward to continued partnerships with our local communities, funders, stakeholders, and all levels of government."

Sam may be contacted at [samuel.juru@afriacentre.ca](mailto:samuel.juru@afriacentre.ca)

### **About Africa Centre**

Africa Centre provides quality programming and access to services from a place of cultural awareness and competency to the families in our diverse communities. We strive to create opportunities for full access and participation of all Albertans in various aspects of society including economic, social, and cultural endeavours that contribute to holistic development and wellness.

Our programs and services focus on enhancing protective factors, promoting education, re-establishing cultural identity, reducing high-risk behaviours, and increasing circles of support, while enabling full participation in all aspects of life for individuals and families.

For more information or to arrange an interview, please contact Ehis Nzewuji, Communications Lead on (825) 882-2345 or send an email to [ehis.nzewuji@afriacentre.ca](mailto:ehis.nzewuji@afriacentre.ca).