



## PRESS RELEASE

**NAIROBI, Kenya** – The Central Bank of Kenya (CBK) has won [\*Central Banking's Website of the Year Award\*](#) following the recent redesign of its website. The annual award recognizes a central bank's website that encompasses true accessibility to information and data for a range of stakeholders. Previous winners of this award include the European Central Bank (ECB) in 2016 and the Bank of Canada in 2015.

In considering CBK for the award, the Awards Committee was highly impressed by the redesign of the website in time for CBK's 50<sup>th</sup> anniversary celebrations and noted that it caters much more to the demands of mobile device users. The Committee also praised the extensive research undertaken in developing the website and how the CBK had aligned its website with international best practice.

The new website remains the main source of regular information from the CBK. Some of the popular pages include the [Forex](#) page which provides updates on exchange rate movements and attracts more than a third of daily users. Equally popular is the [Careers](#) page which recently processed over 10,000 applications for internship opportunities. The new [Learning Centre](#) page makes extensive use of infographics to share information with the general public, especially the youth. Additionally, members of the public can now get a "behind the scenes" acquaintance with the staff of the CBK. For instance, the [People of CBK](#) documentary featured in the Spotlight section has received over 3,600 views.

Commenting on the award, the Governor of the CBK, Dr. Patrick Njoroge, said:

*"The website is a key channel for the CBK to provide diverse audiences with accurate and timely information on its mandate and actions. The new website was designed to offer an expanded range of features and content, consistent with the institution's vision to be a world-class central bank in a vibrant financial sector. We are grateful to our external collaborators who supported the development of the new website."*

**CENTRAL BANK OF KENYA**

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