



## REPRODUCTIVE CHOICES

### REQUEST FOR EXPRESSION OF INTEREST (REOI)

SUBJECT: ENGAGEMENT OF AN AGENCY FOR BILLBOARD PLACEMENT AND OUTDOOR MARKETING

DATE OF REOI: 11/11/2024

CLOSING DATE FOR RECEIPT OF EOI: 22/11/2024

REFERENCE: EOI/045/2024

## BACKGROUND

MSI NIGERIA REPRODUCTIVE CHOICES is a social enterprise established in Nigeria in 2009 and is a leading provider of family planning and a range of contraceptive options to women, girls, and families across the 36 states of Nigeria and the FCT, with a mission to ensure children by choice not chance, MSI Nigeria envisions a world where every birth is wanted. Through collaborations with government at the national, state, and community levels, MSI Nigeria offers accessible and comprehensive reproductive healthcare services using operational approaches, such as Marie Stopes medical centres, community outreach teams, public sector strengthening support, and a toll-free contact centre.

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