

# MTV Base to launch MTV Africa All Stars

MTV Base is set to launch the inaugural MTV Africa All Stars, a pan-African music and youth empowerment campaign saluting the star quality and widespread appeal of contemporary African musicians.



Providing exposure to the continent's musical innovators and pacesetters, MTV Africa All Stars will be activated via a series of live music events, multimedia exposure on MTV TV and digital platforms and an innovative music industry workshop.

MTV Africa All Stars will be hosted jointly by MTV Base and the KwaZulu-Natal Province, as part of its commitment to raising the international profile of KwaZulu-Natal as a premiere destination for tourism and economic development. The initiative was announced at a launch event on 28 March 2013 at The Cube, Durban by Alex Okosi, senior vice president and managing director, Viacom International Media Networks (VIMN) Africa and Mike Mabuyakhulu, MEC: Economic Development and Tourism, KwaZulu-Natal Province.

Kicking off the partnership is the MTV Africa All Stars tour - a club tour, with events taking place in Nairobi, Kenya (5 April) and Lagos, Nigeria (13 April). The tour culminates in a finale concert, MTV Africa All Stars: Kwazulu-Natal Province, to be held on 18 May in Durban, KwaZulu-Natal

The concert will be headlined by entertainment icon and multi-platinum artist Snoop Lion (formerly known as Snoop Dogg) performing a set showcasing his musical career and will also feature artists from across the African continent.

The MTV Africa All Stars concert will be filmed by MTV for broadcast globally on MTV channels as part of MTV's critically acclaimed "World Stage" franchise.

## Workshops to focus on the music industry

The Durban leg of the campaign will also include a music industry workshop for young people keen to get a break in the music and entertainment business. Hosted by MTV and musicians associated with the MTV Africa All Stars concert, the

workshop is designed to motivate and foster embryonic music talent and business skills by facilitating direct contact and mentorship with contemporary musical heroes and industry experts.

Speaking on behalf of MTV, Okosi commented, "We are thrilled to partner with KwaZulu-Natal Province in the creation of MTV Africa All Stars. This brilliant initiative will further establish KwaZulu-Natal as a world class destination for culture, music and business. Through engaging live events, television specials and digital activations, MTV Africa All Stars offers a range of diverse platforms through which music fans can connect with and experience the extraordinary talent, variety and craftsmanship of the continent's most exciting contemporary musicians."

Desmond Golding, of the Department of Economic Development and Tourism, KwaZulu-Natal Province, commented "We are delighted to partner with MTV Base on this exciting and multi-faceted partnership that will focus the world's attention on KwaZulu-Natal, and underline our reputation as one of the region's key economic and tourism hubs. As an important part of our "Vision 2030", the All Stars campaign will allow us to achieve our goal of positioning KwaZulu-Natal as a gateway to South Africa and the rest of the continent, while building our profile as a centre for trade, commerce and investment.

More details of the upcoming MTV Africa All Stars tour, concert and workshop, including dates, venues and performers are still to be announced.

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