

Gagasi FM to rock the MAMAs

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Gagasi FM is the official radio partner of the 2014 MTV Africa Music Awards (MAMAs) that are taking place this coming Saturday, 7 June, at the Durban International Convention Centre.



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The MAMAs are a stunning pan-African celebration of music, youth culture and lifestyle, hosted in partnership with the KwaZulu-Natal Province. This year's awards feature the star-studded roster of international and local performers such as French Montana, Miguel, Trey Songz, Uhuru, Davido, Mafikizolo, Oskido, Professor, Tiwa Savage, Flavour, Diamond, Wizkid, Phyno, Yuri da Cunha, Sauti Sol, Sarkodie, The Arrows, Khuli Chana and Dr Sid.

As the official radio partner, Gagasi FM will do a live special broadcast of The Weekend Takeover with DJ King Sfiso at the awards. The special broadcast will feature live interviews with the VIP guests and some of the nominees on the red carpet. The broadcast will also feature a live feed of some of the proceedings from the stage during the awards ceremony, bringing Gagasi FM listeners the MAMAs experience wherever they are.

"We are very excited to be associated with an event of this magnitude. The MAMAs have proven to be a strategic fit for the urban and youthful Gagasi FM brand. Elements such as the performers' line-up, the audience appeal, the channel and the entertainment value of the event as a whole, all speak to our brand positioning," says Gagasi FM Marketing Manager Zippy Ndokweni.

Gagasi FM MD Vukile Zondi added that the event came at the right time as the station has just launched its new line-up that went live on-air on Monday, 2 June. "We have been working on the process of re-affirming our position as an urban youth radio station, and both our new line-up and this partnership are consistent with that

direction. The on-air execution of interviews, give-aways and promos as part of the build-up to the main awards has remained relevant to the target audience. We are also happy with the interaction on social media, the feedback has been great. So one can conclude that this association has been a mutually beneficially one for all parties involved," adds Zondi.

Listen to Gagasi FM for more information about the MAMAs including the voting details for the Song of the Year award category which is still open until the main show on Saturday.

Tickets for the 2014 MTV Africa Music Awards KwaZulu-Natal are on sale at www.computicket.com, on 0861 915 8000 and at Computicket retail outlets.

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Gagasi FM

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