

# Joburg Day 2013 officially launched, diarise September

Fans of Joburg Day can diarise Saturday 14 September 2013 at Crocodile Creek, Polo Club for the 2013 music festival. Announced officially on Friday, 12 July, Breakfast Xpress host Darren Simpson also revealed that the new event partner for this year's music festival is MTN South Africa.



## Sharing the experience

"MTN is renowned for setting the standard in sharing the experience with its subscribers and we look forward to sharing this with our listeners. Having MTN on board as a partner is certainly true to the station's vision of increasing interaction on mobile and digital platforms," said Ravi Naidoo, programming manager at [94.7 Highveld Stereo](#).

"It has been the proud sponsor of the South African Music Awards for over 10 years and its commitment to celebrating local talent is unparalleled. Set to hold out no stops, Joburg Day enthusiasts can expect the crème de la crème of South African talent to be performing on one stage."

"The partnership for us is all about bringing our customers the hottest and most prestigious music events, showcasing the best of South African talent. The partnership re-enforces the company's support in recognising and rewarding South Africa's talented local musicians. It also has a natural synergy with some of our product offering, notably MTN Play," says Serame Taukobong, chief marketing officer for MTN SA.

## Line-up

Popular rock band, The Parlotones and electronica phenomena GoldFish will be joining a host of acts on the day, such as Locnville, Lloyd Cele, Blackbyrd, Elvis Blue, Jack Parow and Daniel Baron to name a few.

Having achieved multiplatinum-selling status locally and recently moving to Los Angeles, The Parlotones are looking forward to celebrating their self-described "anthem rock music with pop sensibilities" at this year's Joburg Day. "We would not miss Joburg Day for the world! Plans are already in place and all I can say for now is, see you there!" said lead singer Kahn Morbee.

Electronica phenomenon, GoldFish had a 22,000 strong crowd on their feet at last year's Joburg Day during hits like 'This Is How It Goes,' and 'Get Busy Living'. At the forefront of music fusion, this year the talented duo is looking to successfully integrate dance music with jazz and African music elements.

Follow the feed on Twitter at [@947Highveld](#) and use the official hashtag [#947JoburgDay](#).