

# **Smirnoff welcomes non-gendered, fight against the system categories at 2017 MTV VMAs**

As a lead sponsor of the 2017 MTV Video Music Awards (VMAs), Smirnoff has welcomed MTV's decision to do away with gendering categories in addition to the introduction of the best fight against the system award. This year, for the first time, male and female musicians will be competing for the artist of the year award.

MTV has also introduced the best fight against the system category, which is aimed at celebrating music videos that inspire viewers to stand up and fight injustice. To see who will be victorious, catch the 2017 MTV VMAs on MTV (DSTV channel 130) on Monday, 28 August at 2am CAT for the live broadcast, or 9.30pm CAT for the repeat.

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