

Ndlovu Youth Choir signs with Syco Entertainment, Sony Music Entertainment Africa

Following their explosive burst onto the scene by reaching the finale of the 2019 *America's Got Talent*, the Ndlovu Youth Choir has now signed with Simon Cowell's record label Syco Entertainment - a global joint venture with Sony Music Entertainment Africa.

Hailing from Limpopo, the Ndlovu Youth Choir became a household name after they reached the final of *America's Got Talent* and captured the hearts and minds of viewers around the world – emerging as proud ambassadors for a united South Africa.



While SA has endured some testing social and political times over the last month, The Ndlovu Youth Choir conjured up a renewed and unified spirit as the country rallied behind them.

We are extremely excited and honoured to be working with the amazing @SimonCowell, @syco and

<u>@SonyMusicAfrica</u>. Our young singers represent the talent and potential of millions of young people around the world. If you can dream it, you can do it! <u>#WeAreOnlyGettingStarted</u> ◆◆◆◆◆◆◆□ <u>pic.twitter.com/xr79M3p2ft</u>— Ndlovu Youth Choir (<u>@ChoirAfrica</u>) <u>September 28, 2019</u>

"We are extremely excited and honoured to be working with Simon Cowell, Syco Entertainment and Sony Music Entertainment Africa. Our young singers represent the talent and potential of millions of young South Africans. Our nation is bursting with talent and we look forward to sharing the beauty of our music with the world. If you can dream it, you can do it," conductor Ralf Schmitt proudly exclaimed when questioned about their new venture.

