

Metro FM Music Awards sees Simba roar and Amstel brew up a storm

The success of the Metro FM Music Awards, which has become a significant highlight event on the local music calendar, has brought in exciting sponsors for the 14th Annual Metro FM Music Awards. The awards will be taking place on 28 February 2015 at the Inkosi Albert Luthuli Conference Centre (ICC) in Durban and fans will be able to watch it live on SABC 1 at 8pm.



Simba is to sponsor the Best Collaboration category at the upcoming Awards and Amstel is the official beer of the festival. To celebrate the collaboration, Simba is running the Mapha competition on the Metro FM Facebook page.

For the past four years, Amstel has entrenched itself in the local music scene, with the aim of celebrating the time and enjoyment that goes into making great South African music.

The Metro FM Awards is a great platform for Amstel to enhance the brand's dedication to South African music. "From sponsoring SAMA and music festivals, such as the Macufe Festival and Joy of Jazz, Amstel has become an integral part of some of the biggest celebrations of local music. The Metro FM Awards is just one more way for us to show our support of the artists who take the time to perfect their craft," says Muchekwa Tsanwani, Amstel's Marketing Manager. "So we are looking forward of an event that rewards the very thing our brand stands for."

For a full list of nominees, visit www.metroFM.co.za.

For more, visit: <https://www.bizcommunity.com>