

## AFCON 2013 music video released

The music video for AFCON 2013, entitled "Our passion powers Africa", was released last week. The video is a collaboration between Nigerian music celebrity, Don Jazzy, ad agency, Cheil Worldwide and content producer, Embassy. [video]



Michael Collins Ajereh, better known as Don Jazzy, produced the track. He has been referred to by Forbes Online as "Africa's Number 1 beat maker" and named by them as one of the most powerful celebrities in Africa. Don Jazzy has headed up two record labels and has worked with international artists, Kanye West and Jay-Z.

The song is celebratory, an eclectic mix of genres that should appeal to listeners worldwide.

"Music and football are core to what we stand for. As African people, this is a great way to show your pride and passion," says Don Jazzy.

The song was written based on lyrics by Derek Postmus of Cheil Worldwide. Postmus said, "The idea is that without fans, football would not be what it is. It is the passion of the fans, the sponsors and the people behind the scenes that make tournaments what they are. This love of football, irrespective of age, class or country is a unifying force across the African continent. That is really what the song is about."

The video component was produced by Johannesburg based production house, Embassy. It was shot in multiple locations across Johannesburg, South Africa over three days. It celebrates different aspects life and soccer in Africa, from rural "broken fields" and spaza shops, to musicians recording in a downtown studio, and climaxing with a rooftop soccer party set against the city skyline.

"We pulled things together, in less than ten days. It was easily one of the hardest shoots I have experienced, but my team did an amazing job and I am very proud of the end result." commented Peter van Jaarsveld, executive producer at

Embassy.

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