

Basketball spectacle at BET Experience Africa

The National Basketball Association and Ford Motor Company of southern Africa have teamed with Viacom International Media Networks Africa to create the ultimate basketball spectacle at the inaugural BET Experience Africa at the TicketPro Dome on 12 December, 2015.



The NBA Celebrity Basketball Game will feature former NBA All-Star and 1992 Slam Dunk Champion Ced Ceballos and performances by an NBA Dunk Team. As part of the celebration, the game will also feature several South African artists and entertainers.

"The first BET Experience Africa is a great platform for the NBA and Ford to showcase the game of basketball and its global appeal by engaging with some of the most talented South African celebrities," said NBA's vice-president and MD for Africa, Amadou Gallo Fall. "It has been a tremendous year for the NBA in Africa, and we hope that this celebrity game will further inspire people in South Africa to play and follow our sport."

More than just basketball

"The NBA stands for more than just basketball. It is aspirational, far-reaching and appeals to a young and diverse audience," said Tracey Delate, general marketing manager of Ford Motor Company sub-Saharan Africa Region. "We are proud, once again, to have the opportunity to partner the NBA and to now be a part of the VIMN's BET Experience Africa. Being part of an event such as this, with other high-profile brands, enables us to engage with audiences at what is sure to be an entertaining and exciting event."

The inaugural BET Experience Africa is a lifestyle festival featuring a day-long celebration of music, come fashion, sport, food, and more. Created by VIMN Africa's general entertainment channel BET (DStv channel 129), the day will culminate with the BET Experience Africa Concert headlined by superstar artists and Grammy Award winners Maxwell, Mary J Blige, Young Thug and Raphael Saadiq, alongside AKA, Flavour, and Diamond Platnumz. Tickets for BET Experience Africa are on sale now at www.ticketpro.co.za

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