

Tin Can launches new division

Tin Can has appointed award winning entertainment specialist Yvonne Loxton to launch its new celebrity, music & entertainment division that will offer celebrity management, event management, concert production, sponsorship, promotion and publicist services.

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Yvonne Loxton, who has managed and promoted the world's top pop stars, recently won a Sony Platinum disc for the promotion of the Destiny's Child Emotion single.

Tin Can MD, Debby Reader says Loxton has had a lifetime involvement in the global music & entertainment industry and prior to joining Tin Can, headed up her own business, which primarily focused on event management, co-ordination and promotion for international concerts.

She has managed and promoted international events including: Kenny G / George Benson 1998, Bee Gees 1998, Swedish/South African Week 99, Boney M 2000, Dionne Warwick 2000 and 2002, Alphaville 2000, Naomi Campbell's "Frock 'n Roll" 2001 (Barcelona, Spain), Rodriguez 2001, Dana Winner 2002, Bob Aron "The Art of the Steal" 2002.

Reader points out that through working closely with artists' record labels to promote events, Loxton has built up valuable relationships with international TV, radio and print media, to bring events to the public.

Loxton has brought her existing entertainment and celebrity portfolio to Tin Can, who have just announced that super model Naomi Campbell, whom Loxton has worked with in the past, has appointed Tin Can Communications to manage and publicise her visit to SA in July.

Reader says that as well as focusing on helping promote local talent globally, Tin Can will promote SA to global artists as a guaranteed stop off destination on their tour routes.

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