

Motorola sponsors Robbie Williams tour

Motorola South Africa announced yesterday, 29 March, that it is sponsoring The Robbie Williams South African Tour, bringing South African audiences the biggest selling artist of the 21st century in concert. The tour pre-empt's Motorola's launch of the next generation Motorola ROKR E2 handset, which offers the ultimate fusion of music and mobility, the brand says.

"Music is one of the pillars which Motorola stands for. We strive towards delivering solutions that make anytime, anywhere and always-on entertainment and communication a personal reality for consumers. Robbie Williams is not only one of the world's leading entertainers but perhaps one of the most fascinating personalities today. So it is only fitting that we at Motorola support such an iconic artist," said Sarit Reouvenon, Motorola's Head of Marketing in South Africa.

Kicking off in Durban on Monday, April 10 and continuing in Cape Town on Thursday, April 13 and Pretoria on Monday, April 17, The Robbie Williams South African Tour promises to be the musical concert experience of 2006.

Already the concert has broken box office records, with 16 000 tickets sold within the first 25 minutes on the self-appointed new King of Pop's website, while tickets to the Cape Town and Pretoria legs of the tour sold out within five hours of going on sale - breaking all records according to the tour organisers.

In fact, globally Robbie Williams' World Tour is no stranger to breaking records, with tickets in every country on the forthcoming tour sold-out within a few hours, earning him a spot in the Guinness Book of World Records.