

Getting down at the GTV launch



The hotly anticipated launch of GTV went down at a fresh and funky bash at the Go Down, in Nairobi, Kenya this past weekend.

Ex-France and Chelsea FC player, Marcel Desailly, jetted in specially to celebrate the launch with the GTV team. Desailly teamed up with MC John Sibi-Okumu to hype up enthusiasm and cash during the auction for exclusive Chelsea memorabilia including a football signed by all the current Chelsea football players, an autographed Didier Drogba team jersey, specially designed football boots for Michael Essien, and a football and jersey signed by Marcel Desailly – all donated in aid of GTV's charity partner Right to Play, the international humanitarian charity dedicated to improving children's lives through the power of sport and play. The event raised Ksh812,000 (US\$12,250) for the charity to support their valuable work across Africa.

Nameless and Wyre lent their voices to the GTV revolution, entertaining the crowd as celebs, such as Prezzo, Big Pin, Gidi Gidi, Tichi Nyasani, Mr Lenny, Amani and Seanice mingled with VIPs like Paul Tergat, Eng John Waweru, Director General of the CCK, Nathaniel Kangethe - Chairman of Saatchi & Saatchi, Trevor Omerod - Chief Operating Officer of CNBC Africa, and Isaiah Kiplagat - Chairman of the Kenya Amateur Athletics Association.

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