



## PRESS RELEASE

Wednesday, 30 May, 2018

### SABC1 AND MOTSWEDING FM TAKES OVER THE NORTH WEST OVER THE #SAMA24 WEEKEND

The clock is ticking louder as Mzansi counts down in anticipation to this year's #SAMA24 ceremony with the main event taking place this Saturday, 02 June 2018 at the Sun City Superbowl, in Rustenburg.

SABC1 is the media and broadcast partner to this annual music award ceremony and will broadcast the event live on Saturday, 02 June from 20h00 – 22h30. Mzansi Fo Sho viewers will enjoy a perfect front-row seat to this year's colourful fashion trends by watching the #SAMA24 Red Carpet Live Show starting on SABC1 at 18h30.

At 19h30 Mzansi's hottest celebrity lifestyle magazine show, RGB, will have award-winning R&B singer, Cici, on the show talking about her SAMA24 nomination and she will also delight her fans with a soul-warming performance.

The SABC1 team comprising channel personalities from our key shows will be joined by Motsweding FM radio presenters and other SABC stakeholders on a number of activations in the North West region leading to the main event on Saturday, the 2<sup>nd</sup> of June 2018.

The SABC1 SAMA's weekend experience will run from Friday, 1<sup>st</sup> to Sunday, 3<sup>rd</sup> of June 2018 covering the following popular destinations:

- Fri 01 June: **Moruleng Mall** (3-6pm) - meet-and-greet with SABC 1 & Motsweding FM personalities
- Sat 02 June: **Boitekong Mall** (9am – 12 noon) - meet-and-greet with SABC 1 personalities and Motsweding FM DJ's.

SABC1 ran a competition via Selimathunzi and on the channel's digital platforms for lucky viewers to win for themselves and their friends access to the SAMA24 main event and a rare opportunity to mingle with their favourite channel personalities over lunch.

The South African Music Awards (SAMAs) are the country's premium annual music awards ceremony, recognising musical excellence across all genres including the various facets of the music industry profession – production, engineering and video production. The SAMAs represents the highest accolade of achievement in the art of recorded music. The event has always been a key strategic tool used by the channel to build brand equity, drive and grow audiences. The SAMAs are the most premier music awards which have over the years brought nights of music, glitz and glamour to millions of viewers countrywide.

The main SAMA24 event will go live on Saturday, 02 June 2018 at 20h00 – exclusive to SABC1 Mzansi Fo Sho.

- Build up: The red carpet show will start at 18h30 – with two expert hosts, the one-and-only Kuli Roberts and our very own Sinazo Yolwa, in firm control of the proceedings.

## **SABC 1 MZANSI FO SHO! #SPHETHEZSHISAYO**

Ends.

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