

Gagasi FM has partnered with the South African Film and Television Awards

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KZN's leading commercial radio station, Gagasi FM, has for the first time partnered with the 9th Annual South African Film and Television Awards (SAFTAs) as the official radio partner. The awards are scheduled to take place this coming Sunday, 22 March 2015, at Gallagher Convention Centre in Johannesburg.



The SAFTAs recognise and celebrate excellence in the local film and television industry. The partnership comes at a very special time as both brands, Gagasi FM, and the SAFTAs, are celebrating their ninth year of existence.

"We are very excited to be part of the awards of this magnitude whose aim is to recognise local talent. The partnership is also key for the station in that it allows the brand to be visible beyond our traditional footprint thus brand exposure within the trade audiences particularly in Johannesburg," says Gagasi FM Managing Director Vukile Zondi.

As part of the birthday celebration, Gagasi FM will be taking one lucky winner and partner for the all-expenses-paid-for trip to the prestigious awards in Johannesburg as VIP guests along their favourite Gagasi FM presenter, Kini Shandu. The winner, Nqobile Sosibo, was selected from the on-air competition which was part of the build-up to the awards.

The NFVF CEO, Ms Zama Mkosi, had this to say regarding the partnership: "We are very happy to partner with a regional radio station like Gagasi FM. The partnership ties in with our objective of creating awareness of film as well as creating opportunities for aspiring filmmakers from the previously disadvantaged communities."

Gagasi FM listeners will not miss out on the excitement as they can tune in to *Sunday Sundowners* with DJ Vumar, which will be broadcast live from the SAFTAs on Sunday between 18h00 and 22h00. This special broadcast will feature red carpet interviews with the nominees and celebrity guests, live feed from the awards ceremony and interviews with some of the Golden Horn winners.

Kini, who hosts *The Big Bang* between 12h00 and 15h00 weekdays, will present an award during the ceremony. Shandu has also recently landed an acting role in the SABC 1 new drama series, *Uzalo*.

The SAFTAs will broadcast live on SABC 2 between 19h30 and 22h00 on Sunday. For more information about the SAFTAs including details on how the public can vote for the Best Presenter Award, visit www.nfvf.co.za.

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Gagasi FM

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