



## “ROAD TO MAMA” CLUB TOUR HITS LAGOS, 3 JULY

MAMA NOMINEES OLAMIDE, YEMI ALADE, IYANYA, PHYNO, LIL KESH & DIAMOND  
PLATNUMZ CELEBRATE COUNTDOWN TO MAMA 2015

DJ JIMMY JATT, DJ NEPTUNE, DJ XCLUSIVE & DJ CAISE ROUND OUT THE  
DAZZLING LINE-UP

**Lagos, 22 June 2015:** With less than a month until the **2015 MTV Africa Music Awards KwaZulu-Natal (MAMA)**, an all-star line-up of **MAMA** nominated artists is to headline **MTV Base's** latest **Road to MAMA** party. The pan-African party tour, criss-crossing the continent in the build up to the **MAMA** awards in July, kicked off in Durban before heading onto Lagos.

The **MTV Africa Music Awards KwaZulu-Natal 2015**, brought to you by **KwaZulu-Natal Province** in association with **Absolut** and in partnership with **The City of Durban**, returns to the **Durban International Convention Centre (ICC)**, KwaZulu-Natal, South Africa on Saturday 18 July 2015 (to see the nominations for the MAMA please click [here](#)).

**Road to MAMA Lagos**, an off-the-hook club night and celebration of Africa's musical evolution, will take place on Friday 3 July at **The Marquee, Federal Palace Hotel**, 6-8 Ahmadu Bello Way, Victoria Island, Lagos. Headlining the gig are **Song of the Year** and **Best Hip Hop** nominee **Olamide**, **Yemi Alade** (nominated for **Best Female** and **Song of the Year**), **Phyno (Best Hip Hop)**, **Lil Kesh (Song of the Year)**, and **Iyanya (Best Collaboration)**. As an added treat, Tanzanian artist **Diamond Platnumz** will be showing off the moves that earned him three nominations (**Best Male, Best Live & Best Collaboration**).

Rounding out the evening with some hot deck action will be **DJ Jimmy Jatt, DJ Neptune, DJ Xclusive & DJ Caise**.

Doors for **Road to MAMA Lagos** open at 21:00 CAT. Tickets will be available at [www.africkets.com](http://www.africkets.com) priced N5000 (standard tickets only). A small number of tickets will be available at the door at the Federal Palace Hotel on 3 July.

## **EMBARGOED FOR PUBLICATION UNTIL 10:00 CAT, MONDAY 22 JUNE 2015**

For more information on *Road to MAMA Lagos*, please go to [www.mtvbase.com](http://www.mtvbase.com) or <http://mama.mtv.com>, like us on Facebook at [www.Facebook.com/MTVBaseVerified](http://www.Facebook.com/MTVBaseVerified), or follow us on Twitter and Instagram @*MTVBaseAfrica*. To join the conversation about the awards please use the hashtag #*MTVMAMA2015*.

*DStv, Cool FM, Beat FM, Classic FM* and *Rhythm FM* are the official media partners of the *2015 MTV Africa Music Awards KwaZulu-Natal* supported by *Absolut & The City of Durban*.

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### **Further Information,**

For further information, high resolution imagery or downloadable video, please go to [www.mtvbase.com/specials/mama15-press](http://www.mtvbase.com/specials/mama15-press), or contact:

### **BlackHouse Media**

Anita Aiyudu

Email: [Anita@bhmng.com](mailto:Anita@bhmng.com)

Tel: +234 703 3331439

### **MTV/MTV Base**

Alison Reid

Email: [Alison.reid@vimn.com](mailto:Alison.reid@vimn.com)

Tel: +33 385 300636/ +33 609 685861

### **Absolut**

Adeola Odunowo

Curve Communications Limited

Email: [aodunowo@curvecomms.com](mailto:aodunowo@curvecomms.com)

Tel: +234 803 0512567/+234 1 3426311

### **About MTV**

MTV is the world's premiere youth entertainment brand. With a global reach of nearly 785 million households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all platforms.

### **About KwaZulu-Natal**

KwaZulu-Natal Province is South Africa's leading tourist destination and a magnet for visitors from continental Africa and all points of the globe. Offering a unique blend of sophistication, cultural diversity and excitement in the most breath taking setting imaginable, KwaZulu-Natal is an enticing, spectacular and fascinating consumer and business tourism destination, flanked on one side by the warm Indian Ocean and - on the other - by soaring peaks.

### **About Pernod Ricard**

Pernod Ricard Nigeria Limited is a leading spirit and wine company in Nigeria and part of the Global Pernod Ricard Group which holds one of the most prestigious brand portfolios in the sector with iconic brands including Absolut Vodka, Martell Cognac, Chivas Regal, Jameson Irish Whiskey, GH Mumm and Perrier Jouet Champagnes. Globally, 51 out of every 100 premium bottles sold are Pernod Ricard brands.

### **About Durban**

Durban is a natural paradise situated on the East Coast of Africa, popularly known for its gorgeous coastline of sun-kissed beaches and subtropical climate. Durban has recently achieved the global status of being a New 7 Wonders Cities of the World. This achievement is a great honour for the City of Durban and to be positioned amongst other leading global cities of the world, and proudly shows the commitment and competitive edge of our city as a leading Tourism, Events and Business Destination. The City has also been proudly acclaimed the Top 10 Cities to Visit in 2015 by New York Times, with key attributes reflecting on the rich cultural diversity and heritage of the city. The City is a trendsetter in offering great lifestyle, speckled with adventure activities, blessed with natural beauty and is an astonishingly liveable city. As a visitor, you are faced with the perfect ingredients to

make your holiday unique and special. We invite you to enjoy this special natural paradise, take advantage of the warm Indian Ocean, enjoy the world-class shopping, fine dining restaurants, unique culture, vibrant eKasi lifestyle and be charmed by the warmest place to be.