



## GLOBAL SUPERSTAR

NE-YO

TO PERFORM AT

## MTV AFRICA MUSIC AWARDS KWAZULU-NATAL 2015

*Johannesburg/Lagos, 24 June 2015:* Grammy Award winning R&B icon **NE-YO**, has today been confirmed to perform at the **MTV Africa Music Awards KwaZulu-Natal 2015**. The event, sponsored by **KwaZulu-Natal** in association with **Absolut Vodka** and in partnership with **The City of Durban**, will take place at the Durban International Convention Centre on Saturday 18 July 2015.

Performing songs from his sixth studio album '**Non Fiction**' the singer-songwriter expressed his excitement about his first ever performance in the South African city, "I can't wait for you to see what I have in store Durban! I hope you're ready, because I am!"

Since smashing onto the top spot of the Billboard Hot 200 Chart back in 2006 with his sophomore single "**So Sick**", **NE-YO** has spent the last nine years churning out hit after hit, not only as a performer, but as a songwriter for his megastar peers **Beyoncé**, **Rihanna** and the late **Michael Jackson** to name but a few.

Multiple platinum singles, four hit albums and three Grammy Awards later, the hit-maker is ready to share his latest work with the world.

**Bruce Gillmer EVP, Music, Talent Programming and Events, Viacom International Media Networks (VIMN)** commented: “We are thrilled to have **NE-YO** join us in Durban. He’s an incredible artist who will elevate the **MAMA** to new highs.”

Commented **Alex Okosi, Senior Vice President & Managing Director, Viacom International Media Networks (VIMN) Africa**, “We are very excited to welcome **NE-YO** to **MAMA 2015** for his first ever appearance in Durban. As a sensational live performer and truly accomplished R&B star, **NE-YO’s** an all-round class act who will greatly complement the African performers on the show.”

Celebrating the evolution of African musicians by recognising contemporary artists and trailblazers across a range of music and lifestyle categories, the **MTV Africa Music Awards KwaZulu-Natal 2015** will broadcast live across Africa on **MTV Base** (DStv channel 322), **MTV** (DStv channel 130) and **BET** (DStv channel 129) on Saturday 18 July at 21:00 CAT. The show will also be transmitted worldwide on partner stations and content platforms including **BET International** from 18 July. In addition, a special **MAMA**-themed edition of **MTV’s** acclaimed **World Stage** franchise will air globally on **MTV** channels around the world on 27 August 2015.

Tickets for the 2015 **MAMA** are on sale at **Computicket** priced R267 (standing). A percentage of proceeds from the sale of the tickets will be donated by **MTV Base** to deserving causes in KwaZulu-Natal.

**DStv, Gagasi FM** and **Yfm** are the official media partners of the **MTV Africa Music Awards 2015 KwaZulu-Natal**.

For more information on the **MTV Africa Music Awards KwaZulu-Natal 2015**, 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**.

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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:

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### **About Ne-Yo**

GRAMMY Award-winning singer, composer, producer, and actor **NE-YO** (born Shaffer C. Smith) is a talent sought by many artists. Not only does **NE-YO** have three #1 albums, over 10 million albums sold worldwide and three GRAMMY Awards of his own, he has also written and produced chart-topping hits for today's biggest stars including **Rihanna, Beyoncé, Jennifer Hudson, Usher, Carrie Underwood, Celine Dion** and many more.

**NE-YO's** breakout, platinum single "So Sick" first set the tone for his impending success, which was continued by his first solo album *In My Own Words* (2006) that debuted at #1 on the Billboard Top 200. **NE-YO** continued his streak of making hit after hit with his following albums *Because of You* (2007), *Year of the Gentleman* (2008), *Libra Scale* (2010) and most recently *R.E.D.* (2012). In January this year, **NE-YO** released his sixth full-length studio album, *Non-Fiction*, anchored by the lead single "Money Can't Buy" featuring Jeezy and "She Knows" featuring Juicy J. The album hit the R&B Charts at #1. **NE-YO** is also an established actor with roles in films such as "Stomp The Yard", "Battle: LA" and the epic film "Red Tails".

### **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 South Africa is one of six African market companies to proudly fly the flag of the Pernod Ricard Group. The French-based Pernod Ricard Group is the world co-leader of the wine and spirits industry, delivering on leading premium brands such as Chivas Regal, Jameson Whiskey, ABSOLUT vodka and G.H.Mumm Champagne.

Pernod Ricard South Africa was established in 1994, following the birth of South Africa's democracy and the lifting of international trade sanctions. Over the past 20 years, it has grown significantly within the local market and still continues to thrive. Pernod Ricard South Africa is part of a network of 80 international market companies that promote both the Group's international brands and manages local and regional brands like Red Heart Rum and Olmeca Tequila. With headquarters in Cape Town and regional offices across the country, the Pernod Ricard South Africa family employs more than 270 proud employees.

As the "creators of conviviality" and backed by sound business values and a belief in building lasting relationships, the respected Pernod Ricard tradition continues to be carried forward with vibrancy and passion by the men and women behind Pernod Ricard South Africa.

### **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.