



Press Statement

(For immediate release)

ZAMBIAN MUSIC LEGENDS CONCERT

Lusaka, Thursday, 21 September 2023 – The Ministry of Youth, Sport and Arts has hailed Brand-Line Africa and Smooth Production Insight for the initiative to host the **Zambian Music Legends Concert** as a way to celebrate and honour artists who played a part in shaping modern-day Zambian music.

Fumba Chama, the Arts Permanent Secretary says the Legends Concert is a demonstration of the power of music in bringing people together, and to inspire and uplift.

Mr. Chama says the Zambian Music Legends Concert is an opportunity to recognise the contributions that these musicians have made towards the development of music and arts in the country.

“We are pleased with the upcoming Zambian Music Legends Concert scheduled for 30th September, 2023 at the Polo Fields in Lusaka. We believe that the concert is unique because it will feature some of the most iconic and influential musicians of all time,” said PS Chama.

The Permanent Secretary has emphasised the importance the Ministry places on the development of the arts sector and the welfare of artists in the country, hence the finalisation of the National Arts Policy and the revision of the Film Policy which will be launched at the end of this year.

Further to this, the Ministry has signed a Memorandum of Understanding with the National Pension Scheme Authority which will among other things provide retirement benefits for artists, allow them to obtain loans at affordable rates, maternity and medical benefits.

Mr. Chama says his administration acknowledges that, art has potential to contribute significantly to the main stream economy and, therefore, calls upon all artists to treat the industry like all other structured professions.

And Luyando Yoyo, the Brand-Line Africa Managing Director says her organisation is seeking to work closely with all Government Ministries to develop and promote the arts industry in the country.

Ms. Yoyo says she has written to all Government Ministries and Quasi Government institutions to purchase tickets for the Zambian Music Legends Concert, in the spirit of supporting local arts.

She says Brand-Line Africa and its partner Smooth Production Insight remains committed to the development of arts in the country.

Ms. Yoyo says, Brand-Line Africa will continue offering its unwavering support to the music industry through initiatives such as the Zambian Music Legends Concert which is certain to be an annual event.

A number of companies have so far partnered with the organisers of the Zambian Music Legends Concert, Brand-Line Africa and Smooth Production Insight to ensure success of the event.

These are: Great North Road Group of Companies with a K40, 000 sponsorship package, Californian Beverages, TopStar with sponsorship worth K331, 000 in form of media space on various channels, Zambia National Broadcasting Corporation (ZNBC), Diamond TV, Power Media House, Ulendo Taxi with a K10, 000 sponsorship package and the sending of push notifications to their clients, Pascal Innovations, and Luckson Creations.

Other partners include Zacs Corner, Sho'dol Cosmetics, UNZA Radio, Hot FM, Kwithu and Prime TV.

The Zambian Music Legends Concert will be a one-day event aimed at paying homage to the musicians who laid a foundation for modern day music in Zambia.

Zambians will experience on one stage, legends such as Danny K, MOSES SAKALA, ANGELA NYIRENDA, NASTY D, JAMES CHAMANYAZI, JK, MAMPI, IZRAEL, NALU, GENERAL OZZY and K' MILLIAN.

Supporting artists include; Red Lisonso, Choklet, Haamoba, Black Muntu, Shatel, Ty2, Sista D, Maureen Lilanda, MC Wabwino, Viola and James Sakala.

The show will be held on 30 September, 2023 at the POLO A Fields in the Showgrounds, from 12:00 to 23:00 hours.

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