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RE: 2019 TSHIVENDA MUSIC AWARDS OFFICIALLY LAUNCHED

It's that time of the year again, Khoroni Hotel in Thohoyandou witnessed yet another historical moment when the reloaded Tshivenda Music Awards was launched. The event was attended by the artists/musicians, music producers and the who's who of the local music industry.

It's is for the very first time that this prestigious calendar event was launched in 3 successive years without any pause. The 2019 edition will be the 6TH Anniversary, another milestone which will be celebrated through various innovations and exciting changes aimed at positioning the TSHIMA brand as the premium awards ceremony in VHEMBE region.

The event was attended by local stakeholders from the Limpopo Department of Sport, Arts & Culture, Vhembe District Municipality, National Lotteries Commission of South Africa, National Heritage Council, SPAR Thohoyandou, Thulamela Municipality, executives from Afribiz Invest as well as Khoroni Hotel who are all the official partners of the Tshivenda Music Awards.

In embracing the 4IR, Mr. Augustine Nethononda had this to say, "It is our collective responsibility to uplift the lives and condition of our local musicians, this year, we will focus on how best our artists can maximize on technological evolution so that they can distribute their music globally. Gone are the days where artists have to rely on traditional media platforms like TV and Radio alone, artists are part of the global village and they need to spread and reach out as many audience as possible so that they can unlock opportunities for their craft. It is for this reason that we commissioned an expert in this field so that we can capacitate our artists and help them understand the trends in the market so that they can improve their music production capabilities".

The main event is scheduled for the 28th of September 2019 at Thohoyandou Town Hall, all the artists who wish to participate in this year's edition can now submit their entry forms which can be downloaded from www.tshima.org.za and drop them at the following venues: **Khoroni Hotel, SPAR Nzhelele and Thohoyandou (Mvusuludzo) and Limpopo Tourism Agency Information Centre** in Makhado town, the closing date for submission is the 16th of August 2019.

END