



FOR IMMEDIATE RELEASE

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24 August 2019

RE: 2019 TSHIMA FINALISTS REVELADE.

While it took many people to surprise, abandoning the predictable black tie formal dinner setup that we got accustomed to over the years, this year, the organisers of the annual Tshivenda Music Awards opted for a different setup, a more relaxed outdoor event at Newscape-Thavhani Mall to announce the Final Nominees for the 2019 Tshivenda Music Awards in an event attended by the who's who of the entertainment and showbiz industry, sponsors, funders as well as representatives of various media houses.

This event was preceded by the Music Workshop which was hosted at Thulamela Library in partnership with SAMRO, SAMPRA, CAPASSO as well as RISA where local artists were being workshopped on various aspects of the business side of music. "Our ultimate objective is to improve and capacitate our artists so that they too can start to benefit from the opportunities that are available in this sector and to achieve this, we can do so by forging strategic partnerships with key industry leaders", said Mr Augustine Nethononda ((TSHIMA Project Director)

Mr Augustine Nethononda, also alluded to the continuous growth in quality and the participation of young artists as compared to the previous years. "We are indeed excited about the trend where young artists are raising their hands using pure Tshivenda language in their music, however, we would also like to edge more female artists in other genres to also join in as we also need to reflect on the demographics of our communities. We also want to appeal to the legends, in particular those who still utilise the indigenous instruments like, Mbila to come forward so that we can bring back this unique element of our music, we also make the same call to our live bands, please bring back those good olden days", concluded Mr Nethononda.

The 2019 Tshivenda Music Awards are proudly funded by the National Lotteries Commission, National Heritage Council and sponsored by SPAR, Afribiz Invest, Murovhi Financial Services, SAMRO, MTN, DIGES Group, Khoroni Hotel, Audi & VW Polokwane and supported by Limpopo Department of Sport, Arts & Culture and hosted by Thulamela Local Municipality.

The winners of the 2019 TSHIMA will be announced on the 28th of September 2019 at Thohoyandou Town Hall.

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