

# Zahara to perform at Africa Day celebrations in Zambia

In line with their philosophy of innovation and creativity, the Straight Up Company has lined up a treat for Zambian music lovers to hear Afro-soul singer, songwriter and poet, Zahara. This South African artist will perform a concert on Friday, 24 May 2013 at the New Government Complex in Lusaka, Zambia. Contemporary local artists, Pompi and Scarlet will perform as opening acts for the songstress.



## Who is Zahara?

Described as an African princess who is a breath of fresh air in the continent, Zahara exposes the richness and diversity of African music. She is considered the artist with the best selling record in the history of African music.

Zahara has performed at venues around the world including Wembley Stadium. She has performed before Nelson Mandela and inspired a smile and applause from him. Last year, her debut album 'Loliwe' went platinum and sold out within 72 hours of release. 19 days later it went double platinum with sales of a 100 000. The singer [won 8 awards at last year's South African Music Awards](#).

## Portraying African unity

The Africa Night concert has been organised by the Straight Up Company to commemorate Africa Freedom Day, which falls on 25 May 2013. This day is celebrated annually across the continent by member states of the African Union. The concert has been designed in a manner that will portray African unity, reflect the continent's talent, and inspire people to embrace their African identity and believe in the African Dream.

Africa Night is also intended to celebrate women, who are the heart of the African continent. This is what has inspired the Straight Up Company to have two female singers perform; Zahara and Scarlet, and one male artiste, Pompi.

The Straight Up Company is organising Africa Night with the support of their partners, Stanbic Bank, MTN, South African Airways and Cutting Edge PR.

Managing director of the Straight Up Company, Alinani Mugala said that the tickets for the Africa Night concert went on sale on 26 March 2013 and are selling at KR160 at all Sounds outlets.

Mugala commented: "We at Straight Up believe that Africa is the future and we strive to build up the continent in all our endeavours. Zahara represents the future of African music. Her music speaks to so many people and resonates with diverse cultures."

He continued: "The purpose of Africa Night is to demonstrate that people can learn from Africa as the continent can make it big and do great things. Most African countries are around 50 years old; through Africa Night we will be celebrating the past 50 years and embracing the next 50. We have strategically partnered with pan-African brands to ensure this concert is a success."

For more, visit: <https://www.bizcommunity.com>