

Deadline looms for All Africa Music Awards

Going by the enthusiastic response of African music artistes, music professionals and journalists who have flooded the AFRIMA website with entries from across the continent and from Africans in the Diaspora for the 20th All Africa Music Awards (AFRIMA), the International Committee of AFRIMA is appealing to other music professionals, yet to submit their works, that there will be no extension after the deadline for submission on 30 July 2016.



Cassper Nyovest

In partnership with the African Union Commission (AUC) The All Africa Music Awards is a music and cultural initiative developed to celebrate, reward and showcase the rich musical heritage of Africa.

AFRIMA also hopes to stimulate conversations among Africans and between Africa and the rest of the globe, about the great potential and values of the African culture and artistic legacy for the purpose of creating jobs, reducing poverty, calling attention of world leaders to Africa and promoting the positive image of Africa to the world.

Explaining further, project director, Kemi Ashefon, said: "I must say we are impressed by the level of participation by African artistes, on the continent and in the Diaspora, in the on-going AFRIMA 3.0 entries submission process so far. This is an encouraging success marker for us considering the fact that we have surpassed the 1500 mark before the close of entries: two weeks' time."

Speaking further on what to expect after the close of entries in July 30, AFRIMA president and executive producer, Mike Dada, said "We would not want to distort the calendar for this year's edition. Sticking to the deadline will enable an early screening on the list of entries submitted for the adjudication process and nominees' announcement."

The 13-person AFRIMA jury which represents the five regions of Africa and the Diaspora will be arriving from August 16 to 23 for the crucial responsibility of screening, categorising, assessing and selecting nominees from the body of works submitted for award consideration. Concluding the adjudication process, on August 22 will be the World Media Announcement of the continental Awards.