

Mi partners with Emcee Africa

Mi, the youth-orientated cell phone brand has linked with Emcee Africa a hip hop talent search show. Auditions for the show begin in Botswana on Saturday, 17 April. The 13-episode reality competition, will air on Channel O from May.



This is the second season of the show with emcees from Botswana, South Africa, Kenya, Ghana and Nigeria. Contestants will compete in three categories in the search for the best all-round emcee.

Mi plans to promote the competition to its customers and online community and award emcees with its mobile handsets for their performances.

Members of the public who attend the live events and listen to the Emcee Hype on radio will also be able to win Mi phones. The company also intends on distributing free Mi-Choice condoms as part of its own CSR initiative at Emcee Africa events.

Emcee Africa will be presented by Lee Kasumba and each country will field its own panel of credible hip hop judges.

Two emcees from each country will be nominated by their judging panel to go forward and compete in the Emcee Africa grand finale, to be held in Botswana in July. The overall winner will receive US\$10,000 and a chance to feature on a new track with three African hip hop veterans. This original track will be accompanied by a music video, shot to commemorate the occasion.

Emcee Africa audition dates are as follows:

- Botswana - Saturday, 17 April
- South Africa - Saturday, 24 April
- Ghana - Thursday, 7 May
- Nigeria - Saturday, 9 May
- Kenya - Saturday, 23 May

For entry details, visit www.mi-fone.mobi