

Sponsorship renewed for music video awards

Amarula announced on Thursday, 16 July 2009, that it plans to continue sponsorship for the third year in a row of the Channel O Music Video Awards which will be staged at Carnival City, Johannesburg, South Africa on 29 October 2009. The awards aims to identify both performers and copyright owners in Africa that have made a substantial contribution to African music.



Werner Swanepoel, the group general manager of Amarula, added: "There is an abundance of talent on the African continent and it's a pleasure to be able to recognise these leading icons with such a prestigious award - we wish all the nominees the best of luck in their categories!"

The 2009 Channel O Music Video Awards is themed 'Young and Gifted and African', to recognise musical talent which exemplifies these three characteristics.

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