

2010 Kick-off Celebration artist lineup announced

JOHANNESBURG: Control Room, global music events producer, and FIFA, announced today, Wednesday, 17 March 2010, the first group of musicians confirmed to perform at the 2010 FIFA World Cup Kick-off Celebration Concert. Global artists will perform at the event taking place the night before the first match at 8pm (GMT+2) on 10 June at the newly-renovated Orlando Stadium in Soweto, Johannesburg.



The lineup includes the likes of Alicia Keys, Amadou & Mariam, Angelique Kidjo, the Black Eyed Peas, BLKJS, John Legend, Juanes, Shakira, The Parlotones, Tinariwen, Vieux Farka Touré, and Vusi Mahlasela.

Celebrating Africa

“We in South Africa are blessed to be hosting two first-time events - the first FIFA World Cup held on the African continent and the first FIFA World Cup Kick-off Celebration concert - and I believe these historic events will go a long way towards uniting the people of our rainbow nation in South Africa as well as further strengthening our relationships with our brothers and sisters on the African continent,” said Lucas Radebe former South African football international and participant in the concert. “After All, this is an African World Cup being staged in South Africa. Music and sports are the lifeblood of African culture, so to combine those in this historic event will be a true celebration of African Culture.”

“We are thrilled to have a concert of such magnitude and performing talent raise the curtain on the first FIFA World Cup in Africa. It is testament to the universal and unifying power of football and music, and will start the competition off on the right note - of celebration,” said FIFA secretary general Jérôme Valcke.

Control Room's Kevin Wall handles production

Executive-produced by Emmy Award-winning producer Kevin Wall and his company Control Room, in partnership with local promoter, Showtime Entertainment, the event will feature musical performances by major international superstars and popular African artists collaborating together, along with special appearances by past and present football legends. Control Room has organised some of the world's biggest events, such as Live Earth 2007, which featured 150 artists performing on seven continents over the course of 24 hours to raise awareness of climate change.

“2010 will mark the first time the FIFA World Cup will be played in Africa, so it seemed fitting to celebrate this momentous occasion with a festival of live music from Africa and beyond,” said Kevin Wall, founder of Control Room. “We believe sports and music transcend cultural, language and geographic barriers, and through the official FIFA World Cup Kick-off Celebration Concert, Control Room will present the sights and sounds of unity and celebration for an unforgettable, must-see experience.”

20 Centres for 2010 benefits

All net proceeds from the concert will be donated to 20 Centres for 2010, the official campaign of the 2010 FIFA World Cup South Africa, whose aim is to achieve positive social change through football by building centres across Africa offering education and healthcare services as well as football training to disadvantaged communities.

Public Tickets

Tickets may be purchased online at www.computicket.com or via telephone on +27 (0) 83 915 8000. Concert tickets are priced at R450 (outer-circle standing), R650 (inner-circle standing), R850 and R950 (upper-level seated), R1150 (lower-level seated). Ticket prices include VAT, Computicket charges and park and ride for all ticket holders.

Parking and security

All those attending may make use of the park and ride facilities at nearby Nasrec. Concertgoers may then use the free bus shuttle service to and from Orlando Stadium as no parking will be permitted on or nearby the stadium itself. A safety and security plan will be implemented for both Orlando Stadium and the Nasrec park and ride hub.

South African broadcast partners include Kaya-FM, Talk Radio 702 and 94.7 Highveld Stereo.

For more information about the concert, go to www.fifa.com/concert.

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