

Amstel returns as SAMAs sponsor

For the past three years, Amstel has been partnering with the SAMAs to celebrate the best music South Africa has to offer and it will again sponsor the 2015 SAMAs being held at Sun City on 19 April. It will once again be sponsoring the Lifetime Achievement Award, which is given annually to someone who has dedicated their life to their craft.



"We are proud to be a part of the SAMAs, once again," says Muchekwa Tsanwani, Amstel Marketing Manager. "There are so many talented musicians in our country and this award ceremony celebrates the people who have taken the time to do it right. Winning a SAMA is not easy and these awards prove that there are no shortcuts to finding real reward."

After the final award has been handed out, the celebration will begin at the official Amstel VIP After-Party. SAMA winners, celebrities and invited guests will be treated to performances from both current and previous winners. Amstel is running an in-store competition offering an all expenses paid, VIP experience for two to the SAMAs, alternatively fans can take part in the music quiz on the brand's Page, where they will be asked to test their music knowledge.

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