

# Telkom congratulates newly crowned Idols SA winner, Luyolo

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Telecommunications giant and lead sponsor of the South African Idols, Telkom extends its heartfelt congratulations to the newly crowned winner of Idols SA, Luyolo Yiba.



Luyolo won the Season 15 Idols SA competition yesterday at Carnival City's Big Top Arena in Carnival City, Brakpan. He was a finalist alongside songstress, Sneziey Msomi.

Telkom says Luyolo's rise from the bottom of the competition has been an inspirational journey and it's worth celebrating. "Luyolo's journey in the competition has been so inspirational. He gave the competition his best, even though sometimes there were scares that he was going to be eliminated. But like the true fighter that he is, he put up a fight and came out victorious and for that we commend his fighting spirit," says Ms Gugu Mthembu, Telkom Executive for Brand and Product segment.

As a lead sponsor of Idols SA, Season 15, Telkom is giving Luyolo a whopping R350,000 in cash, together with some cool gadgets such as a laptop, a router, watch and data. The runner up, Sneziey, also walks away with R50,000 in cash from Telkom, a router, watch and data.

"As Telkom, we never leave anybody behind. We always do our utmost best to give MORE, and Sneziey is simply deserving. She put up a great fight in the competition," adds Ms Mthembu.

Telkom has been a sponsor of the South African Idols, successfully, for six years in a row. The brand has been part of the pop culture phenomenon that produces talent that takes the music industry by storm. The company has been a part of the Idols SA talent search show that gave the world songsters such as Paxton, Karabo, Yanga and now, Luyolo, who continue to breakdown boundaries in the music industry both locally and internationally.

Telkom's sponsorship to Idols SA competitions has been contributing immensely to turning unknown artists into loved musicians. While ensuring that a pop-up tour bus went from one province to another, bringing the show to people's door-steps, Telkom also enabled contestants from remote areas to audition through video recordings.

Telkom wishes Luyolo a beautiful journey ahead as he climbs the music industry ladder.

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