

# Hunter's set to refresh SA's music industry with #MusicNeedsYou concert

Issued by [Heineken Beverages](#)

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It's been almost two years since the global Covid-19 pandemic started in South Africa and like many other countries, South Africa also had to implement strategies to curb the spread of the disease. Lockdown has meant many things such as mask-wearing, social distancing and no more live events. In the beginning, it was novel and quite enjoyable to watch concerts, shows and performances from the comfort of your home but digital fatigue is hitting hard.



With restrictions imposed on gatherings, the music and events industry has been one of the industries taking the biggest hit. Artists, producers, support staff, suppliers and agencies have had to face some harsh realities, including the loss of income, lack of opportunity to perform or help develop and execute events. With the ease of rules and regulations relating to gatherings and concerts, this industry is set to make a return.

"Not unhindered by the alcohol bans and other restrictions, Distell has pushed through the hard times and are doing their bit to support the national vaccination roll-out and local talent within the events industry who have been impacted by Covid. Hunter's Premium Cider is proud to be leading this initiative with the #MusicNeedsYou concert to encourage consumers to get vaccinated, so we can get back to a sense of normal life. Taking place on the 14th of November, 2021, at Altitude Beach in Fourways, Johannesburg, the concert aims to provide the opportunity for local talent and their teams to kick-start the opening of the industry again", says Alicia Reddy, brand manager for Hunter's.

The line-up for the day includes some of the most prominent musical talents from South Africa such as Cassper Nyovest, Kabza de Small, DJ PH, Olwee, LeloWhatsGood, De Mthuda, Jovis and Uncle Waffles. The day's entertainment will be starting at 2pm and last until 10pm, with food and drinks available for purchase.

"We are also aware that consumers are cash-strapped following the impact of the pandemic and, therefore, Hunter's will be giving away 1,000 tickets, valued at R200 each. These will be available to win across multiple platforms such as YFM, Hunter's social media platforms, Sowetan Live, Times Live and Sunday World to name but a few. All you need to do is

follow these platforms to jump at the opportunity to win two tickets for you and a partner.

“A day out in the sun with great entertainment, good food and your favourite Hunter’s is just what we all need about now”, added Reddy.

Following the concert, Hunter's will also be donating 50% of ticket value (R100,000.00) to the Music In Africa Foundation (MIAF) a leading pan-African arts organisation with a mandate to support the South African music sector. Support the #MusicNeedsYou concert simply by showing up with your tickets and enjoying the prospect of returning to a normal life. Remember to vaccinate not only to keep yourself safe, but also those around you.

Stay Refreshed with Hunter's! #HuntersRefreshes  
#StaySafe

Hunter's Cider promotes responsible drinking. Not for persons under 18.

For more information, follow Hunter's social media channels or visit [www.hunters.co.za](http://www.hunters.co.za).

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