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Issue No.70 / September 2016

Chocolate City, Arewa24 team up to highlight Northern Nigerian Artists

August 23, 2016 – The Chocolate City Group, the largest music, media and entertainment brand in Africa and AREWA24, the 24/7 all-Hausa language entertainment and lifestyle television channel serving Northern Nigeria, announce the television debut of a collaborative “Artist Showcase Series.”

The Artist Showcase is a new series of highly stylized vignettes featuring some of the most talented and popular artists from Northern Nigeria. Each of the short vignettes follows the musical journey of one of the Chocolate City artists from childhood to their current status, and shines a spotlight on the inspiration they’ve drawn from their home cultures and communities across the region. The artists participating in this initial Chocolate City-AREWA24 Showcase include Ruby Gyang, Jesse Jagz, Loose Kaynon, DJ Lambo and Chopstix.

The Chocolate City Group and AREWA24 plan to expand their collaboration into new music programming formats designed to showcase Northern Nigerian artists and reflect pride in Nigerian arts and culture. As part of the ongoing collaboration, each Chocolate City artists in the Showcase Series is also featured in an episode of AREWA24’s popular H Hip Hop, hosted by Nomiis Gee.

The Chocolate City-AREWA24 Artist Showcase Series debuts on Friday, 26 August 2016, during the regularly scheduled episode of H Hip Hop at 9PM; and, along with the broadcasts on the AREWA24 television channel, the vignettes will also be featured on AREWA24’s YouTube channel (youtube.com/AREWA24channel), social media platforms and its newly launched mobile App, which is available on Google Play and I-Tunes.

For additional information please contact: info@arewa24.com