



## CHOCOLATE CITY, AREWA24 TEAM UP TO HIGHLIGHT NORTHERN NIGERIAN ARTISTS

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**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.

Chocolate City Group’s co-founder and CEO, Audu Maikori, says of the collaboration, “we are excited and proud to work with AREWA24 in highlighting the tremendous contributions that our Northern artists are making to the Nigerian and African music scene and look forward to Northern Nigerian audiences getting to know not only the music, but also the personal side of our artists.”

Bob Reid, AREWA24’s Head of Programming and Production adds, “these Artist Showcase vignettes will give our viewers a deeper appreciation for how influential the Hausa culture has been in shaping the talents of artists whose music has broad appeal beyond Northern Nigeria. We are delighted to tap into the wealth of Chocolate City Group’s amazing talent and believe our audiences will be pleasantly surprised to learn some new things about the artists, as well as to share the endless joy of their music.”

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](http://youtube.com/AREWA24channel)), social media platforms and its newly launched mobile App, which is available on Google Play and I-Tunes.

**About Chocolate City Group:** Chocolate City Group is a 360-degree company consisting of a record label, event planning company, management consulting firm, and advertising and media consultancy company based in Nigeria. With offices in Lagos, Abuja and Nairobi, and Public Relations operations in the United Kingdom, United States, South-Africa and Ghana. Chocolate City group is also involved in creating and executing brand activations and marketing campaigns for various internationally recognized brands. The talents under the Chocolate City Group represent some of the very best that African music has to offer the world. Acts such as MI, Ice Prince, Vitoria Kimani, Jesse Jagz, DJ Caise and others help to make this the largest indigenous African music entertainment company.

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**About AREWA24:** AREWA24 ([arewa24.com](http://arewa24.com)) is the country's first and only 24/7 free-to-air Hausa-language satellite television channel produced locally and fully dedicated to Northern Nigerian life, culture, youth, business, arts and family entertainment. AREWA24's dedication to promoting Hausa-language television content has filled a gap for Hausa speakers around the world, many of whom are also tuning in to AREWA24.com's digital online viewing platforms as a way to connect with their culture and with global communities. AREWA24's original productions are uploaded weekly to [youtube.com/AREWA24channel](https://youtube.com/AREWA24channel), and the channel benefits from active audience engagement across its digital platforms at [AREWA24.com](http://AREWA24.com), [facebook.com/AREWA24](https://facebook.com/AREWA24), [Instagram.com/AREWA24channel](https://Instagram.com/AREWA24channel), and [twitter.com/AREWA24channel](https://twitter.com/AREWA24channel). AREWA24 is available on EUTELSAT 16A, horizontal polarization, frequency 10804, symbol rate 30000 and on the ACTV distribution platform. AREWA24's broadcast partners include Jordan Media City, and Eutelsat.

For additional information please contact: [info@arewa24.com](mailto:info@arewa24.com).

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