

STARCOMMS POWERS KENNIS EASTER MUSIC FIESTA

- **Parades Brick & Lace, 2face, 9nice and others**

Just a few weeks after celebrating the one million subscriber mark, Starcomms, Nigeria's 4th largest telecommunications operator and leading "triple-play" (mobile, fixed wireless voice, wireless broadband) provider has emerged as the lead sponsor of the 10th edition of the Kennis Easter Music fiesta. Starcomms is sponsoring the fiesta because of its belief that the entertainment industry in Nigeria is filled with untapped potentials.

Speaking at the press briefing heralding the fiesta, Mr. Manoj Vashist Marketing Director of Starcomms Limited said a look at the array of musicians, who will be performing at the events, both from within and abroad, reveals a vibrant and refreshing blend of all musical genres.

He stressed that "There is a remarkable link between this situation and the Starcomms brand. You would recall that the talking drum is our corporate logo. It was chosen because it is a true reflection of the Nigerian voice. Although it has its origin in western Nigeria as a traditional means of communication, but it has become synonymous with the Nigerian culture as a whole.

"One of the unique features of the instrument is its ability to closely imitate the rhythms and intonations of spoken language. In the hands of skilled performers, they can reproduce the sounds of proverbs or praise songs through a specialized "drum language." Almost everyone understands the dialogue. This is the whole idea behind Starcomms' "We speak your language"

Vashist believes that Starcomms association with Kennis Music will be "the beginning of a lasting partnership that will help reinvigorate the Nigerian music scene by providing artistes a solid platform to actualise their dreams."

The annual Kennis Easter music fiesta which is into its tenth year this year is an exciting music fiesta which has featured countless artists over the years. In this years edition, Keke Ogungbe, CEO of Kennis Music said that an exciting line up that includes Jamaican dancehall sisters Brick & Lace; Nigerian-born cross-continent superstar 2face Idibia, new-kid-on-the-block 9ice and multi award-winning pop star Dbanj will perform in the tenth edition.

Other performers include ex-Remedies star Eedris Abdulkareem, KSB, Sound Sultan, Essence and Baba Dee. Followers of rave pop twins Psquare will have an overdose of jaw-dropping performance from the duo. Dare art Alade will renew his pact with fans and give exclusive performances of emerging hits from his forthcoming album. Stand-up comedians, Tee A and AY, will serve as

compeers. Veteran Juju maestro King Sunny Ade will make a special scheduled live performance. It will be his second time on the Kennis stage.

The line up is as interesting as it can get this year, says Keke's Partner Dayo Adeneye. "Imagine if you have a baby that's 10 years old. You want to throw away all caution and throw a talk-of-the-town party. That's how we feel. This year's Easter fiesta is not just another edition. It's the celebration of ten years of excellent music; ten years of elevating the arts, and showing that with focus and determination, man can achieve anything he sets his mind to."