

# The Gagasi FM Beach Festival line-up announcement

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The Gagasi FM Beach Festival is back with a bang! This year's edition promises to be bigger and better with an artist line-up that features old-school hit-makers battling it out on stage with the current hit-makers in hip-hop, dance and gqom. The 7th Annual Gagasi FM Beach Festival returns to the Bay of Plenty in Durban on Saturday, 1 December. Held on the first weekend of December each year the event kicks off the brand's "Ilangil'Thola Khona" summer campaign.



The theme for this year's Ilangil'Thola Khona summer campaign is "Nayi le summer" inspired by this year's social media buzz around "Nayi le walk" phrase. Gagasi FM Head of Brand Phinda Magwaza says this year's theme is consistent with the youthful essence of the Gagasi FM brand. "As a youthful and urban radio brand, we always stay connected to the emerging youthful trends. The Gagasi FM Beach Festival has therefore always been critical in bringing the entire KZN summer campaign to life and creating entertainment relevance in the country," says Magwaza.

The station revealed the first phase of their line-up of top South African artists for this year's Gagasi FM Beach Festival. Headliners in hip-hop, dance and gqom are multi-award-winning hip-hop superstar AKA, Durban's Finest (Tira and Sox), Busiswa, Dladla Mshunqisi and Tipcee. They will be performing alongside Gagasi FM DJs Spectacular & Naves, King Sfiso, Junior Da Rocka, DJ Vumar, DJ LeSoul, DJ Sonic, DJ Mario and DJ Lab. The MCs will be Mzokoloko, Khaya Dladla, Heazy, Zola Zee Lovin, Felix Hlophe, Zisto and Collen Zondo.

"We are once again cementing our position as KZN's entertainment and lifestyle authority. The Beach Fest has been growing from strength to strength each year and this year we plan to make it bigger. As time goes on, we will be announcing other exciting experiential elements of the event and a final artist line-up. People can look forward to yet another spectacular event to kick off their 2018 summer. The beach festival is not just a music festival, saying that its entertainment value goes beyond that. Last year we introduced elements such as the food and fashion village which was well received by the Beach Fest patrons. We are very happy with the support we have been receiving for this event over the past seven years. We would like to thank our listeners and partners for the great support over these years and we are inviting them to come and celebrate the journey with us on the 1st of December. We will be announcing our strategic partners for this year soon," concluded Magwaza.

Tickets are already available at Computicket at R200 for general access and R650 for VIP, they will also be sold at the door. Gates will open at 10h00 and Gagasi FM will broadcast live from the venue from 10h00 until 22h00. Cooler boxes will be allowed inside the venue before 4pm.

There will be activations in various venues in Durban and surrounding areas in the build-up to the event, more details around that to be announced soon.

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