

So you think you can mix?

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The hunt is on for Durban's next up and coming DJ



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Cash Crusaders, one of SA's largest suppliers in DJ gear, and Gagasi 99.5FM recently launched the *So you think you can mix?* competition in Durban.

The *So you think you can mix?* series of competitions are a way for Cash Crusaders to live out their brand values. "We are committed to people growth and development and we recognise achievement," says Alaine Rossouw, Marketing Manager for Cash Crusaders. She added by saying that they believe skills should be uncovered and nurtured, which is what they are doing with these competitions.

Aspiring DJs are invited to enter the competition by dropping off a MP3 containing their own 20-minute mix at participating Cash Crusaders stores through Durban. Five finalists will be selected and given an opportunity to play their mixes live on Gagasi 99.5FM during the Midday Madness Show with Mzokoloko Gumede. Listeners can then vote for their favourite mix or DJ via the Gagasi 99.5FM SMS line.

"We are honoured to be part of this campaign that will give the young up and coming DJs a platform to showcase their mixing skills and ultimately give someone's career a big break in the industry," says Chris Meyiwa, Managing Director for Gagasi 99.5FM. He said as a vibrant KZN music radio station, Gagasi 99.5FM supports the development and growth of the industry in KZN.

To Veteran DJ Mzokoloko Gumede DJ equipment is highly important. "DJs need decks to practice and in the DJ profession it is all about practising and perfecting your skills," says Gumede. "This competition is great as it opens doors for up and coming DJ's that cannot afford DJ equipment," he adds.

The overall winner will be selected purely on the votes of the listeners and will be announced live on air on 2 June. The winner will not only walk away with a full set of DJ mixing gear with the complements of Cash Crusaders but will also receive exposure and the opportunity to share the decks with Mzokoloko Gumede at an exclusive Cash Crusaders and Gagasi 99.5FM party.

So, if you think you've got what it takes and you're over 18, get your mixes ready and keep your dial locked onto Gagasi 99.5FM daily between 12:00 and 15:00 for the latest updates by Mzokoloko Gumede or visit www.gagasi995.co.za or www.cashcrusaders.co.za for more information.

Listeners can also become fans of the official *So you think you can mix?* Facebook fan page.

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Gagasi FM

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