

PRESS RELEASE

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Sauti za Busara festival brings the world to Zanzibar

Sauti za Busara has become one of the most exciting music festivals in Africa. The 8th edition takes place in Stone Town, Zanzibar during 9th to 13th February.

Sauti za Busara brings people together in celebration and unity. As stated by H.E. President Jakaya M Kikwete in his video address on the opening night of 2010 edition, "Sauti za Busara is a very important initiative. It provides a great opportunity for locals and visitors of different walks of life to meet and exchange ideas and appreciate the uniqueness, the wealth and diversity of the music from our region. In so doing the festival contributes to us building intercultural understanding and friendship".

Sauti za Busara features great names in African music, as well as emerging and established stars from the region. Forty groups participate including Orchestre Poly Rythmo de Cotonou (Benin), Blick Bassy (Cameroon), Otentikk Street Brothers (Mauritius), African Stars Band aka Twanga Pepeta (Tanzania), Mlimani Park Orchestra (Tanzania), Kwani Experience (South Africa), Culture Musical Club (Zanzibar), Mohamed Ilyas & Nyota Zameremeta ft. Bi Kidude (Zanzibar), Jagwa Music (Tanzania), Bismillahi Gargar (Kenya), Maulidi ya Homu ya Mtendeni (Zanzibar), Djeli Moussa Diawara (Guinea), Christine Salem (Reunion), Yaaba Funk (UK), Muthoni The Drummer Queen (Kenya), Jahazi Modern Taarab (Tanzania), Les Frères Sissoko (Senegal), Sukiafrica Sukiyaki Allstars (Pan Africa / Far East), Groove Lélé (Reunion), Vusa Mkhaya & Band (Zimbabwe / Various), Djaaka (Mozambique), Nomakanjani Arts (Zambia), Percussion Discussion Afrika (Uganda), Tunaweza Band (Tanzania), Staff Band Namasabo (Tanzania), Lelelele Africa (Kenya), Atemi & the Ma3 Band (Kenya), Sauda (Tanzania) and many more.

Starting with a Carnival Parade, this year's music extravaganza also includes *Swahili Encounters* (pan-African music collaboration), *Movers & Shakers* (networking meetings for professionals), screenings of video clips and African Music feature films, from Tanzania, Uganda, DRC, Ivory Coast and Senegal. At the same time the festival promotes Busara Xtra, fringe events organised around Zanzibar and of cultural interest to visitors. These bring more opportunities for local artists to showcase their work, encourage visitors to see other parts of the island, and generate income to the wider population. Around 25 people from the region will also benefit from professional training during festival time, in live sound engineering, stage lighting and arts journalism.

More than 100 Tanzanians are employed as crew members for the festival each year. Whilst promoting and preserving the music and cultural heritage of Zanzibar, Sauti za Busara is playing its part to build appreciation for music from all over Africa, promote peace and social cohesion, enhance the cultural industries of East Africa, and strengthen cultural tourism as a path towards sustainable income.

Daily admission to the festival is free for East African residents until 6:00pm, then 2,000/- TSh only for Tanzanians. For detailed information see www.busaramusic.org.

Busara Promotions, the NGO, is supported throughout the year by the Norwegian Embassy. Sauti za Busara would not be possible without generous support from ZANTEL, the Principal Sponsor. Organisers are also thankful to HIVOS, Goethe Institut, US Embassy, ACP music festival network, Culturesfrance, Memories of Zanzibar, Gallery Tours, Zanzibar Grand Palace Hotel, Grand Malt, British Council, Azam Marine, Fly 540, ZG Films, Zanlink, SMOLE II, Southern Sun Hotel, Radio Times FM, Tabasam Tours... and to all the people of Tanzania

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