

# Gagasi FM's Ila Ngil' Thola Khona kicks off with a beach festival

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Gagasi FM will kick off its annual "Ila Ngil' Thola Khona" summer campaign with the Durban Beach Festival this coming Sunday, 30 November 2014, at SunKist Beach Lawns in Durban. Every year in December Gagasi FM tours different places across KwaZulu-Natal hosting a variety of lifestyle and entertainment events as well as CSI activations.

The official line-up for the beach festival includes the big names in the local music industry like DJ Tira, Professor, AKA and KO who have dropped new albums. They will be sharing stage with Gagasi FM hip hop and house DJ's Vumar, Mario, Le Soul, Simtho, DJ Lab, DJ Sonic and I love Mornings host Mzokoloko as MC. DJ Vumar will also broadcast his show, Sunday Sundowners, between 18h00 and 22h00 live from the venue.

Gagasi FM has over the years been very supportive of the up-and-coming KZN artists and, in consistence with that, the beach festival line-up will also include Funky Soul, Abbu, Nag, Kuni, Bhar, Breeze and WTF.

The festival will start at 12h00 and will run until midnight. Tickets will be available at the gate on Sunday for R100 general access and R200 for VIP before 15h00. Thereafter they will be available at R150 general access and R250 for VIP. Picnic baskets and cooler boxes will be allowed before 5pm but bottles will not be allowed. Refreshments will also be sold at the venue.

"We would like to encourage people to arrive early as some of the headline acts will perform early. Our line-up has a good mix in terms of big names as well as up-and-coming artists. The festival will no doubt set the tone for this year's summer campaign," says Gagasi FM Marketing Manager, Zippy Ndokweni.

The theme for "Ila Ngil' Thola Khona" this year is "Khonvoya neGagasi FM this summer" (Join the Gagasi FM convoy this summer). The idea behind the theme is to bring a roadtrip element in between the activations that the station will be doing across the province. Convoys to entertainment or holiday destinations have become a lifestyle symbol within the black middle class and bringing the convoy element to the theme is just a perfect fit.

"Ila Ngil' Thola Khona is our biggest campaign in our activations calendar and our plan is to grow it to be a brand that will be synonymous with the KZN summer season. In terms of this year's theme, we are calling on our listeners to join us on a convoy as we move travel throughout KwaZulu-Natal. The black middle class likes to travel, and over the past few years we have seen a trend where roadtrips and convoys have become a lifestyle on their own. So we are aligning the campaign with that space, with activations that will be taking place in various places as touchpoints," says Ndokweni.

After the beach festival in Durban, the Ila Ngil' Thola Khona campaign will then move to Port Shepstone and Pietermaritzburg next weekend. Activation details and venues will be announced in due course.



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