

# Gagasi FM Nightlife Sessions get Savanna Dark edge

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Savanna Dark Premium Cider has become the official sponsor of the Gagasi FM Nightlife Sessions, the station's flagship club culture event that takes place on the last weekend of every month.



The first edition of the Savanna Dark Premium Cider powered Gagasi FM Nightlife Session will take place on Friday, 3 July 2015, at Absolute Florida located in the popular Florida Road, Durban. This instalment of the nightlife session will also double as Gagasi FM's Vodacom Durban July pre-party edition.

"We are very excited with Savanna Dark Premium Cider coming on board to the Gagasi FM Nightlife Session and we believe that there is a strategic fit between the nightlife sessions and the Savanna Dark brand. The nightlife sessions are about

celebrating the club culture and creating the nightlife space for the vibrant urban young market. We see Savanna Dark Premium Cider as fitting perfectly to that space and the premium cider's unique black and gold packaging colours will add a premium touch to the look and feel of the event. So in essence, having Savanna Dark Premium Cider on board gives us an opportunity to further enhance the consumer experience and paint the Gagasi FM nightlife sessions dark," says Gagasi FM National Sales Manager Shaun Besarab.

"The Partnership is a great fit for both Premium brands of Gagasi FM and Savanna Cider. We are looking forward to the combined synergies both brands will bring to the relationship as well as the enhanced experiential executions we can deliver to the listeners/consumers. Savanna Dark Premium Cider - Not as dark as you think - is a full flavour refreshing cider with a golden and rich intrinsic which can be enjoyed at any given occasion. We are looking forward to the next chapter," says Savanna Premium Cider SA Marketing Manager, Marcel Swain.

The sponsorship deal will see a roll-out of six instalments of Savanna Dark Premium Cider Gagasi FM Nightlife Sessions between now and the end of the year. The line-up for the first one at Absolute Florida will include live performances by Uhuru, Busiswa and Big Nuz, they will be supported by Gagasi FM DJs King Sfiso, Lab, Junior da Rocka, Vumar and Mario. Other DJs in the line-up will be Shimza, Tira, Heavy K, Vetkuk vs Mahoota and Stilo Magolide. Shimza will also be launching his new album, Shimuzic.

Gagasi FM shows, Bring on the Night with DJ Le Soul and V Sessions with DJ Vumar, will be broadcasting live from Absolute from 19h00 until 01h00. Tickets are available at Computicket for R100 general access and R200 VIP. They will also be available at the door for R150 general access and R250 at the door. Gates will open at 19h00.

The remainder of the nightlife sessions for the year will tour different places across the Province. Dates and venues for the tour will be announced in due course.

Enjoy responsibly. Not for sale to persons under the age of 18.

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