

Activating future stars

Exp. Momentum Zambia, a leading brand activation and sponsorship agency, were asked to project manage the Celtel Star Search recording process under the leadership of project director, Justin Howard, and Evans Muhanga, marketing director of Celtel. The initiative is said to be biggest musical talent search in Zambia, and Runway Music has been contracted to sign the winners - Theo, Viola and Kapuka. Theo started recording in New York in May, while Kapuka and Viola will be recording Cape Town, South Africa. The albums are due for release worldwide over the next few months.

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