



PRESS RELEASE

Rhythm City:Hustle chases Joy! (SA's teenage virgin gospel star)
TX: Tuesday, October 13 at 6:30PM

Joy Cele (Busisiwe Nqwiliso), South Africa's 17-year-old gospel star, is regarded as the ultimate moral role model for thousands of youngsters.

Her seemingly clean-living life, successfully flogged by her deceitful dad, Theodore (Yule Masiteng), who is also her manager, has converted her career into an overnight success with her independently distributed debut CD selling as fast as cold drink on a hot day.

With her wholesome image and good looks, she appeals across the spectrum. Her public persona and her music's message of faith and abstinence play to the church-going masses.

Enter rap artist, Bongani/Spiro (Brian Majola), who publicly announces he has cell phone photos depicting him and Joy doing the deed, which the bad boy obviously plans to sell to the highest bidder. Joy and her dad consistently deny the allegation...while sales of her album rapidly decline and her immaculate reputation is shot to hell.

It's Hustle record company's new and avidly ambitious Artiste & Repertoire manager, Naomi (Moshidi Motshegwa), who points out to colleagues Miles (Peter Se-Puma), his son S'bu (Lungile Radu), and Gail (Pam Andrews), that they should exploit the current sex scandal to manoeuvre Joy into joining their stable/label.

Surely the company has some leverage with Bongani (formerly with Hustle before he was sold to another company all due to his bad behaviour) to force him to retract his claim so they then appear to be the most feasible signing option in terms of future management to a grateful, but floundering, Joy and dad?

Of course, David Genero (Jamie Bartlett), head of Redemption Records, is also desperately seeking Joy. Which begs the question: can any Joy remain after the two music company rivals enter into yet another massive spit fight over an artist?

Joy is **Busisiwe's** big debut on TV. Her two-year music career has produced her hit song *Ngicel'indoda*.

She describes Joy as, "an adorable little girl who is Daddy's little angel...who becomes her *true* self when with friends." Busisiwe says her mother is her personal role model, Mama Busi Mhlongo her professional one: "Firstly, we share the same name, secondly, she's accomplished her dream of having her music recognised internationally."

The most expensive item Busisiwe has ever purchased is her Miss Sixty jacket that cost her R5 500.

Busisiwe, 22, would like to be married to a good man and own a major music distribution company in five years' time.

Yule, 56, is best known for his SA TV roles as Chris Ngcobo in the drama series, Mzansi, and as con man, Jomo Zungu, in the e.tv soapie, Scandal!

He began his working career as a model in the mid-70s. It was Ken Gampu's role in one of South Africa's earliest films, Ngaka, which inspired Yule to become an actor. Highlights of Yule's career include: starring alongside Henry Cele in the 1986 BBCTV production of Shaka Zulu; live stage shows such as The Spear fits the Wound; international movies such as The Trail, Lord of War, and Cape of Good Hope. Yule will guest star in an episode of the drama series, Mtunzini.com, when it returns to screen for its third season this year.

“I’ve met so many people in my life like Theo. He’s a has-been who is wealthy in knowledge, had his ups and downs in the music industry, been robbed and treated unfairly by the big dogs. He is disillusioned and still has a certain level of bitterness, understandably so, because he has been exploited by record companies.”

Yule ends: “He reminds me of a lot of people I know who have reached their sell by dates, and because they have been exposed to severe exploitation are, as a result, trying to relive their careers through their children.”

For photos of Theo, with Joy, contact:

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