

FOR IMMEDIATE RELEASE

Shield Teens No Sweat Music Fan Challenge: Centurion finalists announced

Three young Tshwane competitors will join nine finalists from Johannesburg, Durban and Cape Town this month (September) to determine which of them has what it takes to be the winner of the Shield Teens No Sweat Music Fan Challenge.

Shield Teens is offering girls aged between 12 and 18 the chance to learn everything they need to know to become a top Video Jockey. The top three will receive bursaries valued at R50 000, R30 000 and R20 000 to take them further in the VJ industry, and a grand finale will be held in Johannesburg during December to announce the winner. In addition, there are some wonderful prizes up for grabs and as a finalist they immediately qualify for a Samsung state of the art camcorder, which they will use during the workshop phase of the competition.

Boniswa Tele, Sibuyile Mabena and Khutso Lebelo auditioned in Centurion at the weekend, entertained their way into the judges' hearts and won themselves slots in the VJ workshops that will determine the winner of the competition.

Centurion resident Sibuyile Mabena is delighted to be one of the Tshwane finalists. The 17-year-old Midstream College learner says auditioning for the Shield Teens No Sweat Music Fan Challenge was incredible. "It was an invaluable experience," she says. "I couldn't have imagined how much fun it would be and how much I would benefit from it. I'm really looking forward to the workshops and learning even more about the industry."

The youngest of three siblings, Sibuyile says her favourite VJ "is definitely London-based MTV VJ Ricky, and locally it has to be Sizwe Dhlomo." Her current favourite song is So Good by Electric Red.

Boniswa Tele is a 17-year-old learner from Edenglen High in Edenvale who also has her sights on the R50 000 grand prize. She has already had a taste for the music industry, having recently spent a few days in a job shadow role at YFM radio station. "It was amazing to meet some of my favourite DJs and spend time seeing what goes on in the radio environment," she says. "I definitely want a career in the music industry!"

This confident young competitor travelled from Edenvale through to Centurion for the auditions and says she cannot wait to take part in the workshops. "I'm constantly on the internet looking for new music videos and keeping an eye on what's going on," she smiles. Boniswe says she's mad about the YFM DJs and rates VJ Bonang as well as the track Pure Surprise among her favourites.

Khutso Lebelo is the third finalist from the Centurion auditions. The 17-year-old Sutherland High School learner says she has an incredibly supportive family who are behind her 100% in her attempt to win the Shield Teens No Sweat Music Fan Challenge.

"My mom goes the extra mile to support me and was there for me at the auditions," she says. "I definitely see myself in a VJ'ing career. I've been involved in public speaking and MC'd school events since I was in primary school, and enjoy the rapport with audiences and crowds."

Super-confident Khutso's favourite VJs include Lungile Radu from Channel O and Fikile "Fix" Moeti. One of her current favourite tracks is Keri Hilson's Return the Favor.

Judges Lupi Ngcayisa, Shaun Pearce and Vusiwe Ngcobo were extremely impressed with the first group of finalists. Lupi Ngcayisa says: "We are searching for a true gem who has an insatiable appetite for music and its components – a presenter who aspires to be an authority and a force to be reckoned with in music and entertainment circles. She has to ooze style, personality and character and, of course, she must be a cascading fountain of information when it comes to music.

"The girls who made it to the first round were superb and the judges were pleasantly surprised by the talent in Centurion. The girls were incredibly talented, driven and applied themselves phenomenally."

The search for South Africa's best female teenage VJ now heads off to Johannesburg, Durban and Cape Town. Celebrating the launch of Shield Teens Musicfan – the new variant with a great perfume in a stunning turquoise and silver can – The Shield Teens No Sweat Music Fan Search offers the 12 finalists the opportunity to workshop with the best of the best to increase their confidence levels and learn everything they need to know about being a VJ. They'll learn how to look the part, how to have the confidence and style to carry off being a VJ, how to link from one video to the next, and how to inject gossip as well as insider information into the role. They'll also get to know people in the industry, meet role models and generally learn from those who are already successful.

The entire competition will be televised weekly at 18h30 on e.tv from Sunday 13 September until the winner is announced on Sunday 6 December.

Ethne Whitley, spokesperson for Shield Teens, says the Shield Teens No Sweat Music Fan Search is the latest in a string of opportunities the brand presents to young girls with the aim of helping them to develop self-confidence and achieve their potential.

"Music is the soundtrack of their lives and Shield Teens is offering talented teenage girls the opportunity of a lifetime," she says. "The brand is searching for girls who have what it takes to become South Africa's best VJs."

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On behalf of Shield Teens

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CAPTION

Shield Teens Musicfan Search finalists from Centurion

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Boniswa Tele / Khutso Lebele / Sibuyile Mabena