



## PRESS RELEASE

### **Shield Teens No Sweat Music Fan Challenge: Final Three announced TX: Sundays at 6:05PM**

The number of finalists in the Shield Teens Music Fan Search is down to three, after three more girls were eliminated in Week 7 of the competition last Sunday. The three girls who have made it through to the final countdown are Thandokazi Sineke from Khayelitsha, Zethu Dhlodhlo from Johannesburg and Khutso Lebelo from Centurion.

The top three will now face a series of challenges over the next five weeks before the winner of the R50 000 grand prize is announced on e.tv on Sunday 6 December. The winner will receive a R50 000 educational bursary while the runners up will win bursaries valued at R30 000 and R20 000.

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 has whittled 12 finalists down to three amazingly confident young girls. The top three are working with the best of the best to increase their confidence levels even further and learn everything they need to know about being a Video Jockey (VJ). Being that VJ who introduces the music, the news and the celebrity gossip on a popular channel like MTV has become a dream for many and Shield Teens is offering three finalists the chance to learn as much as they can about VJ'ing.

Over the next few weeks Thandokazi, Khutso and Zethu will be presenting their own music show, visiting recording studios, interviewing the likes of Nutty Nys, Loyiso Bala and Jamali, and gathering the gossip on international and local musicians.

During the competition the finalists have been assisted to look the part by Pippa Lynch, an internationally SETA-certified fashion stylist and a member of APICSA. Specialising in fashion styling, image consulting, personal branding, style advice, and just about anything else fashion-related, Pippa strongly believes in her style philosophy: "Fashion is not just clothing – it's a lifestyle, a mindset, an obsession." Pippa knows all about personal branding and how to put your best foot forward and she has worked with celebrities and bands, styled models for photo shoots and worked on TV commercials and films.

Working with the Shield Teens Musicfan Search finalists, Pippa says it was important to empower the girls to make their own fashion choices while offering them advice and assistance. "Although I picked out a few items, for the most part they chose what they liked and we tried it all on. They were mostly spot on with their choices!"

Pippa adds: "These girls are intrinsically confident, and that's why they have made it so far in the competition; the clothes have just enhanced that. The wardrobe is girly, with a punk edge to it which is quite in at the moment. That also makes them feel confident; they have access to the trendiest items that their age group is wearing. I helped them to be who they wanted to be and we managed to strike a nice balance."

Ethne Whitley, spokesperson for Shield, 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.

"The top three competed against thousands of girls countrywide to reach this stage and the judges all agree that they have been truly amazing," she says. "The next five weeks are expected to bring more excitement and opportunity as they develop their confidence and self-image even further."

Tune in to e.tv on Sunday evenings at 18.05 for The Shield Teens MusicFan Search.

#### **Ends**

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