



## Press Release

### THE BACKSTAGE AIDS BENEFIT CONCERT 2006

Here is the news: The second live Backstage AIDS Benefit Concert will be held on Saturday April 22 at Johannesburg's Standard Bank Arena.

The two-hour entertainment extravaganza – start time is 3pm sharp - is hosted by the cast of e.tv's popular prime-time show. The concert will headline nine big-name guest performers. The proceeds of this fund-raising event (the first Backstage AIDS Benefit Concert was held in August 2004) are being donated to Thembisa's Good Hope **Home-Based** Care and Orlando West's **Ikageng/Itereleng** Ministry.

The concert line up offers fans the very best of today's top SA talent - Backstage is, of course, legendary for offering regular and valuable TV exposure to a variety of local guest entertainers. The show (which celebrated its 1500 episode on March 3) has, over the past six years, nurtured the music careers of artists like Keabetswe "KB" Motsilanyane and Pam Andrews.

A round of applause, please, for the guest performers who will be giving freely of their time and talent on the day: They are (in order of stage appearance): Backstage actor and Kwaito star Chippa (Loyiso Mangena) and Mzambiya; HHP (Hip Hop Pantsula); Wikid; Jason Schaap (Backstage EMI Superstar Search 2005 winner); Pro-Kid; Jamali; Malaika; Lebo and Skwatta Kamp.

The production of the event is organised by Packed House with the logistical side planned by Oppikoppi Productions. The concert is a sensational combination of sight and sound with a specially designed stage (the capacity of the venue is limited to 4000 people, because of this); lighting; music arrangements; special effects; costumes and props.

Without giving too much away: the concert has a dramatic percussion opening, composed and arranged by Jahn Beukes, who composed the music for the opening of the World Summit in 2004. It is accompanied by a spectacular dance sequence that is choreographed by Lorcia Cooper (Charmaine).

The finale has the Backstage actors singing the national anthem - their way - with this particular arrangement done by the TV show's music director, Wikus du Toit. The actors who film in the studio weekdays, 7am-7pm, are putting in overtime with concert rehearsals.

Backstage, **e.tv's youth drama weekdays @ 6.30pm**, is running a major storyline that will, in the months to come, highlight the plight of AIDS sufferers. There has also been the TV show's script build-up of the intense Girls versus Boy bands competition at Vulindlela Arts College.

The students finally agree to merge as only one group can perform at the concert. The result: the new group, comprising Melissa (Mari Michael); Lerato (Tahirih); Gyles (Ryan Laatz) and Shaka (Quincy Myeza) live in concert. Baby Cele (the college's music head, Katlego) sings – with Chippa!

e.tv's head of local productions, Malebo Phage, says: "The concert is for a critical cause – and we are looking forward to sharing this gigantic show of home grown talent with music fans. A big thank you to all the performers and production and technical staff who will be working 24/7 to have things ready for the day."

Completely reliant on private and church sponsors, the Good Hope Home-Based Care **organisation** cares for dying AIDS patients and provides homes for many AIDS orphans. Flora Magano started Good

Hope Home-Based Care in 2001 and she has treated more than 300 people over the past year alone.

Headed by the dynamic Carol Dyantyi, the Ikageng/Itereleng Ministry feeds and clothes those who have been left destitute as a result of HIV/AIDS. Their main focus is on child-headed households and they minister to 908 children in 228 households.

Managed by committed and compassionate women, both of these **organisations** rely on private and donor funds to continue their work. e.tv salutes these women and calls on all South Africans to assist them in their work by making direct donations or by buying a ticket to the Backstage AIDS Benefit Concert.

Direct donations can be made to the Good Hope Home-Based Care **organisation** (Nedbank Branch Number– Edenvale: 191042, Cheque Account: 1910269972) and the Soweto based Ikageng/Itereleng Ministry (Standard Bank, Sandton Branch 9205 Account 422 1190 40).

Viewers should look out for e.tv's daily on-air concert promos for regular updates (like in real life, events are subject to change without prior notice). Members of the public can also call e.tv's help line for information on 083 1222.

Tickets are R50 per person and are available from Computicket NOW! At [www.computicket.com](http://www.computicket.com); landline (011) 340 8000; Call Centre: 083 915 8000.

Security will be present at the concert and no alcohol will be allowed into the venue. Refreshments and food will be available for purchase.

Concert doors open at 1pm on Saturday April 22 with a mix of DJs ready to rock the arena until Backstage enters LIVE! - Front of Stage - in 2006.

## **Ends**

NOTE FOR PRESS: For photos and further **media** information only, please contact:

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Please note that copies of Jason Schaap's debut CD, Call Me, which will be officially released this week, are available on request to members of the Press for reviewing purposes. The recording of the CD was Jason's Backstage EMI Superstar Search 2005 competition prize.