



## Press Release

### **UNIVERSITY UNDERGRADUATE FIKILE MOETI WINS NATIONWIDE CONTEST TO BECOME THE NEW VJ FOR MTV BASE WORLD CHART EXPRESS WITH FANTA**

Lucky undergraduate Fikile Moeti today begins the first day of a new TV career after winning the televised grand final of the MTV base World Chart Express VJ search. South African TV audiences on e.tv and MTV base saw Fikile (20), win the nationwide contest live on TV last night (Wednesday 8 November) – winning a coveted contract with MTV base and becoming the new VJ for weekly music show *MTV base World Chart Express with Fanta*.

After weeks of preparation and build-up, Fikile was finally selected by members of the public voting by SMS and a judging panel comprising DJ Fresh, Casey B, Coca Cola Marketing Guru Amanda Broughton, MTV base Talent & Artist Relations Manager, Gordon Hagan and MTV base Production supremo Dillon Khan. She beat fellow contestants Sandy Mzolo (runner up), radio producer Xylon van Eyck and undergraduate Kyle White to win the gig of a lifetime in the nail-biting grand final.

On learning that she had won from judge Casey B, a shocked Fikile barely had time to scream in delight before being obliged to perform her first task as the official host of *MTV base World Chart Express with Fanta*: closing the telecast with the words, 'Hi my name is Fikile. I am your new MTV base VJ! Catch me next week on the World Chart Express, served to you by Fanta.' Once off camera, an emotional

Fikile was surrounded by Season I winner Sizwe Dhlomo, plus the three other finalists, the judges and members of her family as they all sought to congratulate the new star. Season I winner Sizwe Dhlomo wished Fikile every success as he handed over the show which helped make him a TV star. 'It was a great choice: Fikile has really got what it takes to connect with the TV audience: a warm on-screen persona, real verbal dexterity and the ability to think on her feet – not to mention brains and beauty! I think she's going to be amazing!'

Commented Fikile: 'I just can't believe I've won against such a talented lineup! I want to thank everyone who voted for me: the members of the public, and the judges too! Winning this competition is everything I've ever dreamed of since I was a little girl: this is the opportunity of a lifetime, and I'm going to give it everything I've got and more: 110 per cent!'

Fikile commences work on *MTV base World Chart Express with Fanta* immediately: her shooting schedule starts before the celebrations are even over, with Fikile due to tape her first episode at the Fuel Café in Newton from Thursday 9<sup>th</sup> November, including a behind-the-scenes look at the recent MTV Europe Music Awards in Copenhagen and an interview with Crazy Monkey star Brendan Jack about his new movie *Foot Skating 101*.

Extravert Fikile, who is studying Film and Media at UCT, is a former water polo champion who loves ballet and clubbing. Born in Nqamakwe, Transkei, Fikile matriculated from Clarendon High School in East London before embarking upon a year's break working in Birmingham, UK, before returning to SA to start her BA. Despite an early love of the Spice Girls and the musical Annie, Fikile now enjoys an eclectic mix of music including hip-hop and pop cites DJ Cleo, Gwen Stefani and Justin Timberlake among her favourite artists.

Fikile's first show as the host of *MTV base World Chart Express with Fanta* will air on 15 November 2006 on e.tv (at 9.35pm) and MTV base (8pm). Focusing on videos burning up the charts in South Africa and around the globe, from music genres such as pop, rock, kwaito, hip-hop, R'n'B and soul, *MTV base World Chart Express with Fanta* will provide a window to the South African and global music

scene, with each episode also featuring exclusive interviews, entertainment news and celebrity gossip.

Commented runner-up Sandy Mzolo, 'I'm so happy for Fikile: she really deserves it! I hope she won't forget me when she is famous – and she's definitely going to be famous!'

Confident finalist Xylon van Eyck thanked MTV base, Fanta and e.tv for an amazing experience but cautioned everyone that his ambition is not dampened. 'This is definitely not the end of the road for me – I'll be back!' commented the 21-year old radio producer.

Fellow finalist Kyle White concluded, 'What an awesome experience this has been! It was months of hard work I am thrilled to have come so far: it was definitely worth it. For me, it's opened a door onto a world of opportunity that I never even considered before and given me such a great insight into the workings of the TV world.'

Don't miss *MTV base World Chart Express with Fanta* on Wednesday, 15 November at 9.35pm to see Fikile work her magic in her first episode as the new host.

### **Note to Editors**

The word 'VJ' is an abbreviation of the term 'video jockey' and is not to be confused with the term 'DJ' or 'Disc Jockey'. 'VJ' was the term first coined in the USA in the 1970s to describe the role of an MTV host or presenter who performed the links and clips between different videos – in the same way that a DJ provides the links between audio tracks.

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