



Press Release
Daily drama Rhythm City launches
TX: Monday 9 July 2007

Free-to-air channel e.tv launches its brand-new daily drama on Monday 9 July at 6.30pm. Set in Mzansi's pulsating music scene, Rhythm City will be broadcast in this prime-time slot from Mondays to Fridays.

Produced by Curious Pictures and backed by some of South Africa's most celebrated creative talent, this weekday drama is a blend of authentic South African stories that span the breadth of South Africa's youth experience – from the townships to the suburbs. It's entertaining, spunky and filled with street-wise attitude.

With Creative Director Rolisizwe "Rolie" Nikiwe at the helm, the Rhythm City team has spent months researching and writing the drama. "We've tried to blend youth culture with contemporary adult trends so that the series will resonate strongly with both young people, as well as with adults. We've created complex characters and put them in stories that are rich in intrigue and drama".

Rhythm City has it all: the battle with the real power brokers of the music industry, the record companies, promoters, producers, DJs and the stars - but also the wannabe stars, the has-beens, families and lovers. In Rhythm City, music is the universal language.

"Essentially, it's a human drama," says head writer Neil McCarthy, who is no new-comer to the world of TV and drama. "Whenever there are dreams or ambition, there's drama. How to get there, who you hurt while doing so, how to stay there and how to keep anyone else from taking it away".

The truth is, as the adage goes, there's 'no business like show business'.

Key cast members include Peter Se-Puma, Lucia Mthiyane, Jamie Bartlett, KB, Connie Chiume, Zenzo Ngqobe, Lungile Radu, Setlhabi Taunyane, Pam Andrews, Matli Mohapeloa, Mmabatho Montsho, Mpho Molepo, Mduduzi Mabaso, Robert Hobbs, Wandile Molebatsi and Nokuthula Ledwaba.

Viewers can also expect regular cameos from the South African music industry. Rhythm City kicks off with singer Kelly Khumalo playing a wannabe star and features a guest appearance by kwaito singer Sphiwe Msimango a.k.a Bravo.

Feel it – Rhythm City, Weekdays on e.tv at 6:30pm.