



Press Release

HOT (GUEST) ACTS AND COOL VIDEOS ON BACKSTAGE **Mondays and Fridays at 6.30pm**

e.tv's popular youth drama, Backstage, is dancing to a different tune with recently appointed Bottom Line producer, Deon Opperman, conducting several major creative changes to the show.

Deon is already on record as saying that an arts college is very different from other learning institutions: "By definition, it's what I call a dream factory. It's a wonderful place to set a story... it should be bursting out of its seams with an exciting environment filled with fun, passion, drama, music and singing. I want Backstage to remind viewers every day - 'Don't Forget To Dream.'"

Which is our lead in to the launch of **two new Backstage episode themes**: every **Monday**, Backstage will feature **guest lecturers/performers** and every **Friday**, hot-on-the-charts **videos** will hit your screens.

"One of the cool things about Backstage is that the world that it deals with - the entertainment industry - allows for the inclusion of a wide variety of entertainment situations that are denied a "normal" soapie," says Deon.

From Monday August 29: Vulindlela College believes in giving its students a rounded education - and that includes practical advice and demonstrations from those who have made their mark on the arts. Professional actors (including mime artists and puppeteers), singers, dancers (classic to hip hop) and musicians will offer an edge with relevant expert, vital career tips to the students - and star struck viewers - within a special segment of the episode.

Knowing Deon's innovative thinking, there's always the possibility of a casting director or business management exec making an entrance, too. And don't discount the occasional appearance by international performers touring South Africa...

First guest lecturers: Latin/Ballroom Champions Given Mabena & Lati Mahapa sensuously slide-slither their way over the floor - and your screen. The couple is Gauteng's 2004 provincial champions and they represented South Africa last year in the Holland Masters Championships Dance Competition.

From Friday August 19: Chippa (Loyiso Mangena) introduces "video time" in Duke's Bar, announcing a particular artist and the song being performed - before cutting to a full music video, which will be played before the last scene of the episode.

Together with the Vulindlela students, Backstage fans will be tripping off visual feasts provided by performers like Twista featuring Faith Evans: Hope (the soundtrack from the Coach Carter Movie); Bravo featuring Pitch Black Afro and RJ Benjamin.

Backstage has secured a deal with EMI Records for the first preview screening of all their new music videos. Yes - you see them first on Backstage!

Dare to Dream - on **Backstage**, Mondays and Fridays @ **6.30 - only on e.**

For more information and photos, please contact:

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