

# Gagasi 99.5FM and MTV Base take over the Durban July

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Music Channel MTV Base has partnered with KZN's leading music radio station Gagasi 99.5FM, DSTV Compact and Velti Events & Hospitality in hosting an event at the Vodacom Durban July for the first time this year.



MTV Base's ultra-stylish **PIMP MY CROWN** marquee promises to be the most anticipated and coveted ticket at the annual horse racing extravaganza, taking place on 2 July.

MTV Base's **PIMP MY CROWN** will set an imperial new luxury standard for the socialites, fashionistas and celebrities at this year's race, ruling regally over The Greyville Race Course, which is taking its overall theme this year as A Right Royal Affair.

From the moment guests step onto the red carpet, MTV Base's PIMP MY CROWN will serve up a welcome fit for royalty. Out-of this-world décor, state-of-the-art sound and lighting displays, top DJs, musicians and entertainers will all be on hand - not to mention special 'VIP experience' areas and luxury bars complete with flare shows and exotic cocktails. Other exciting features will include the lush Royal Lounges, the Glam Cam and a fully Pimped-out beauty salon.

From 10am to 10pm PIMP MY CROWN will serve up the hottest South African music delighting racegoers with performances from 2010 MTV Africa Music Award winners **Liquideep** and Durban's finest **Big NUZ**, Durban based Kwaito king **Professor** as well as Hip Hop leaders **Khuli Chana**, **L Tido** and **AKA**.

Gagasi 99.5FM will be broadcasting live from the marquee the Urban Top 40 from 10am to 2pm with King Sfiso as well as The VIP Lounge with Vusi Letsoalo from 2pm to 6pm on Saturday.

MTV Base will also be filming all this glamorous, Royal action. Sizwe Dhlomo will shoot an entire episode of his Wednesday MTV Base show Official African Chart (17:40) at the luxurious PIMP MY CROWN marquee.

**PIMP MY CROWN** is brought to you courtesy of MTV and MTV Base, in partnership with **DSTV Compact**, **Velti Events & Hospitality**, **Gagasi FM**, **Patron** and **Castle Lite**.

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Gagasi FM is the number one commercial radio station in KwaZulu Natal to reach the black urban and peri-urban black youth.

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