

THE AFRICA CHANNEL

THE AFRICA CHANNEL TO AIR U.S. PREMIERE OF WILD AFRICA FUND CONCERT SERIES
FEATURING ALYN SANO, CKAY, MUSA KEYS, FOCALISTIC, MACKY2, ZIKHONA, ANITA
JAXSON, BOMB\$HELL, TOWELA, MAMPI AND TOP CHERI

Network Sets Series Premiere for June 10 @ 8pm/ET to Celebrate Black Music Month

- Notable Supporters with On Camera Appearances: Lupita Nyong'o, Davido, Jackie Chan, Alex Iwobi, Danai Gurira, Vinka, Davis D, Ben Pol, Azawi, KP Illest, Shekhinah, Eliud Kipchoge, Selmor Mtukudzi.
- Partners: Wild Africa Fund, The Rockstar Group
- Peter Knights OBE, Founder and CEO of Wild Africa Fund

LOS ANGELES, CA / JUNE 7, 2023 – The Africa Channel (TAC), the longest running linear television network presenting African content to North American audiences, announced that it has entered into a partnership with **The Wild Africa Fund** and the Pan African **The Rockstar Group**, and will air the U.S. premiere of the **Music For Wildlife** Concert series commencing during Black Music Month. The unique format of the concert series introduces audiences to both established and new African musicians while raising awareness for wildlife conservation - aligning with the fundamental mission of The Africa Channel to support artists, raise awareness and build bridges.

In celebration of Black Music Month, the network will premiere the first series of over 100 Music for Wildlife concerts, beginning on June 10 and it will then air throughout the rest of 2023. The concerts will feature such popular Africa artists as **Alyn Sano, Ckay, Musa Keys, Focalistic, Macky2, Anita Jaxson, Bombshell, Towela, Zikhona, Zipheko, Mampi, KP Illest, Shekhinah, Selmor Mtukudzi, Azawi, Vinka, Nomculo, Aymos, Bokkie ULT, Nanette, Kasango, Winnie Nwagi, Kamo Mphela, Black Motion, Sally Boss Madam, Top Cheri** and many other chart-topping stars from across the continent.

Narendra Reddy, Chief Operating Officer of The Africa Channel, also announced that in addition to this partnership, TAC, The Wild Africa Fund and The Rockstar Group's OASISONE and RockstarTV, will also collaborate together on **Music for Wildlife** and other series to be included on the **Demand Africa** platforms, jointly sponsoring live music concerts and events and creating originals TV specials and series – built around Afrobeats, Amapiano, Hip-Hop, Rap, R&B, Afropop, Kizomba, Bongoflava, Hiplife, Reggae, Dancehall, Soul, Dance, Gospel, Jazz and other Africa-inspired music genres and conservation.

Said Reddy, "We are delighted to be working with Peter Knights and Jandre Louw and in supporting their innovative partnership in building bridges between African musicians and wildlife conservation. We believe American viewers will be both entertained and materially informed about both topics by watching these wonderful concerts."

Peter Knights OBE CEO of Wild Africa Fund stated "We're proud to partner with the Africa Channel and our shared goals - to promote the conservation of the most incredible wildlife on the planet and incredible African musical talent. Both are vital parts of the continent's cultural heritage. We hope the series inspires people to visit Africa supporting local economies and the wildlife at the same time."

The Wild Africa Fund (www.wildafricafund.org), founded by Peter and Corie Knights, is a new African NGO located in Cape Town, with offices in Lagos with aim to be Africa's leading wildlife and environmental communicator. The Music for Wildlife (www.MusicForWildlife.com) world tour concert series is produced by OASISONE which is a division of The Rockstar Group founded by Jandre Louw.

About The Africa Channel

The Africa Channel, a division of The Africa Channel Inc., is a linear television network that aims to demystify modern Africa for viewers in the Americas. Available via pay TV distributors across the U.S., Canada and the Caribbean, The Africa Channel entertains and informs audiences with original series, movies, documentaries and specials as well as current affairs, soaps and cultural programming.

With headquarters in Los Angeles, California, viewers can watch the company's flagship linear channel via pay TV distributors across the U.S., including Charter's Spectrum, Comcast and Cox Communications, as well as in Canada on Rogers Ignite and Bell Fibe and in the Caribbean via the Caribbean Cable Cooperative. It is part of The Africa Channel Inc.

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