



PRESS RELEASE

6TH AFRIMA: AU ANNOUNCES CALENDAR OF EVENTS

The Africa Union Commission, AUC in partnership with the All Africa Music Awards, AFRIMA, has unveiled the programme of events for the sixth edition of the continent's foremost awards project events which activities will happen between May 15 and November 9, 2019.

AFRIMA, in partnership with the African Union, is a music property that recognises and rewards the work and talent of a myriad of African artistes from the old to the new generation of musicians. It also stimulates conversations among Africans and between Africa and the rest of the world about the potential of the creative arts for real humanizing enterprise on the continent, contributing significantly to social cohesion, national, regional and continental integration as well as sustainable development in Africa. The live awards show is broadcast to over eighty countries around the world.

After five outstanding editions of AFRIMA from 2014 to 2018, the 6th edition of the annual All Africa Music Awards will continue in the tradition of celebrating the scintillating musical culture of Africa by featuring exhilarating Pan-Africa events through the lifespan of the calendar year in 2019.

The events on the AFRIMA 2019 calendar include the 'Call for Entry/Entry Submission' opening on May 15 to end on August 2, a process when African music professionals from across the continent submit their musical works, songs and recordings via the official AFRIMA website www.afrima.org for a possible shot at nomination in one or more of the 36 categories of AFRIMA.

Within the period of August 3 to 5; submitted entries will go through a 'Pre-Screening' process by the Screening Committee of AFRIMA, followed by the 'AFRIMA Adjudication' process from August 6 to August 12 conducted by the International Jury of AFRIMA comprising a 13-man panel of experienced and respected African music experts and practitioners who will carefully and painstakingly assess and select the very best amongst submitted entries to occupy the AFRIMA 2019 Nominees' List.

A 'World Media Announcement of AFRIMA 2019 Nominees' List' will take place on August 13 to publicly unveil African artistes and/or works by Africans that have been nominated.

On August 19, African music fans and followers around the globe begin to participate in the 'AFRIMA Public Voting' process to be conducted on www.afrima.org during which the 2019 nominees will receive votes that could lead them to emerging winners in the various categories of the awards. The voting process, which closes 24 hours before the main awards ceremony, would be monitored and audited by a reputable International Auditing Firm.

The Main Awards Ceremony, a three-day fiesta of music, glamour, Afrocentricism and entertainment, holds from November 6 to November 9 in the official awards Host City. The four-day event commences with the Welcome Soiree followed by the AFRIMA Music Village, the Host City Tour, the Africa Music Business Summit, the exclusive Nominees Party and concluded with the live Awards Ceremony. Fans of African music globally can follow along and take part in the AFRIMA 2019 events on social media, live stream on the AFRIMA website, the AFRIMA App and by tuning to over 84 television stations which are AFRIMA partners.

Other build up activities leading up to the main awards ceremony include conferences, stakeholders meetings, festivals, speaking engagements, University Campus Concert and courtesy visits to heads of governments and leaders of institutions in corporate and government sectors across the five regions of Africa to achieve an all-round engagement with all relevant AFRIMA stakeholders.

The 2018 edition of the main awards ceremony was hosted by the Republic of Ghana, through the partnership of the Ministry of Tourism, Arts and Culture. The spectacular 5th AFRIMA showcased the finest of Ghanaian tourism and hospitality as well the dynamism and brilliance of Africa's music and culture industry talents.

Yours sincerely



Mr. Machacha Shepande
Acting Director Social Affairs