



AFRIMMA

PRESS RELEASE  
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## TRACE MZIKI CELEBRATES AFRICAN GREATEST MUSIC TALENTS AT AFRIMMA AWARDS 2017

**TRACE MZIKI, the channel dedicated to Swahili, Eastern and Pan African music is supporting the 4th annual AFRIMMA Awards and Music Festival 2017 in Dallas (TX) on Sunday October 8th.**

Since 2014, AFRIMMA awards and celebrates new talents from Africa and the African diaspora. As the first ceremony outside Africa showcasing Afrobeats, Assiko, Bongo, Coupé Décalé, Funana, Genge, Highlife, Hiplife, Kwaito or Soukous, AFRIMMA will be co-hosted for the first time by Kenyan stand up comedian Chipukezy, alongside Nigerian comedian Basketmouth.

This year, AFRIMMA promises a bigger show. The event will offer a music festival experience with headlines such as Tanzania sensation Diamond Platnumz as well as Uganda's Triplets Ghetto Kids who were featured in French Montana's "Unforgettable" music video. Other headline acts confirmed to attend are Fally Ipupa, C4 Pedro, Eddy Kenzo and Tiwa Savage. This year's events include a Pre-Show with London band The Composers, a Pre-Party, a Pool Party, A Music Panel, Fashion Show, as well as a grand After Party after the main show to close AFRIMMA 2017.

Two new categories have also been added to the 2017 edition of AFRIMMA : Best Lusophone artist and Best Francophone artist.

**Anderson Obiagwu, CEO of AFRIMMA / BIG A declares,** *"TRACE has been a proud supporter of African music and important matters and causes in Africa. AFRIMMA is delighted to partner with TRACE in a synergy of brands synonymous to African music. It's all about Africa as Africa's biggest music award ceremony and Africa's biggest music TV group brings you an unforgettable AFRIMMA experience."*

Launched in 2016, TRACE Mziki with its presence at AFRIMMA allows TRACE group to continue to dedicate their love and support to African artists, whether they are newcomers or internationally acclaimed. The Award ceremony highlights will be broadcast on TRACE Mziki exclusively soon after the event.

TRACE Mziki is available in over 40 countries in Europe and Africa, through DSTV, ZUKU, StarTimes, Kwesé, Free or Canal + bouquet Evasion and in the rest of the world via [TracePlay](#), TRACE's SVOD platform.

Follow TRACE Mziki on [www.tracemziki.tv](http://www.tracemziki.tv)  
More info on Afrimma on [www.afrimma.com](http://www.afrimma.com)

### ABOUT TRACE

Launched in 2003, TRACE is a multimedia group and brand dedicated to afro-urban entertainment. With a presence in 160 countries, Trace offers award winning TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences.

[www.trace.company](http://www.trace.company)

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