**PRESS RELEASE**

20 January 2021: for immediate release

**Sauti za Busara, Alive & Kickin’!**

The countdown is on to the 18th edition of world-famous Sauti za Busara festival. Across Zanzibar and Tanzania, excitement is rising in anticipation.

During 12 - 13 February 2021, the walls of Stone Town, Zanzibar, will again be shaking to the sounds of African music with seven groups representing Tanzania and seven more from across the Continent. As always, the main spotlight will be on young and emerging talents. Highlights to watch out for include **Yugen Blakrok** (South Africa), **Morena Leraba** (Lesotho), **Barnaba Classic** (Tanzania), **Dulla Makabila** (Tanzania), **Djam** (Algeria), **Sika Kokoo** (Ghana), **Dawda Jobarteh** (The Gambia), **Siti Muharam** (Zanzibar), **Sandra Nankoma** (Uganda), **Stone Town Rockerz** (Zanzibar) and more.

Generous discounts are offered on tickets for Tanzanian citizens, EAC residents and all African passport-holders. Highlighting people’s resilience to the global pandemic, this year’s festival is subtitled **Alive & Kickin’!** However, for the well-being of visitors and the local population, additional health and safety measures will be in place.

Speaking today Yusuf Mahmoud, festival director said the festival campaign theme this year is ***Mazingira Yetu Maisha Yetu*** (Our Environment Our Life). The aim is to raise awareness, promote dialogue and action for change on the climate crisis, which is already reaching emergency proportions across the globe. Activities will draw attention to the importance of recycling, with educational projects on the hazards of single-use plastic, ocean pollution, deforestation and other concerns. The festival will propose simple actions each of us can take to play our part in helping to save the planet, such as conserving water, using solar energy, protecting our marine ecosystem, planting trees and buying locally made products.

In collaboration with Hamasa Zanzibar, the *Soko la Busara* Food & Crafts Market will take place alongside the festival, selling unique, eco-friendly and locally made products.

"As organisers, we believe our main responsibility is to ensure the festival impacts widely in bringing tangible benefits for Tanzanian society at large,” said festival director Yusuf Mahmoud. “Whilst bringing together people of different backgrounds in unity and celebration, we keep our cultural heritage alive and focus on activities that build knowledge and skills and generate income for local people, especially women, youth and marginalised communities.”

This years’ festival is co-funded by the European Union.

The EU is proud to be one of the largest supporters of the arts and cultural heritage in Tanzania. In a situation where we confront climate change impact and environmental degradation that affects people’s livelihoods, we embark on a well-known African tradition of sending important messages through music. Sauti za Busara stands out as an important platform where music can bring public awareness on the need for environmental protection.

Speaking about the upcoming event, festival manager Journey Ramadhan said for many years Sauti za Busara has been at the forefront in promoting Zanzibar and Tanzania across the world, attracting international promoters and offering opportunities for musicians to share their work with global audiences.

”Since 2004 when the festival first opened its doors, our focus has been to showcase music with cultural identity that is performed ‘100% live’. We have consistently demonstrated that there is a market and demand for new, exciting and original sounds that are uniquely local,” he said.

*The 18th Sauti za Busara festival, 12 - 13 February 2021 is powered by the Norwegian Embassy, the European Union, Serikali ya Mapinduzi Zanzibar, CRDB Bank, Embassy of France, Zanlink, Embassy of the Netherlands, Chuchu FM Radio, ZBC, Zanzibar Cable TV, Clouds Plus, DStv, Emerson Zanzibar, Embassy of Germany, Firefly Bagamoyo, Golden Tulip Dar City Centre & more.*

Information and tickets: [**www.busaramusic.org**](http://www.busaramusic.org)

***<<<< [ENDS] >>>>***

**Notes to Editor**

For hi-resolution photos, see folder at[**www.busaramusic.org/downloads**](http://www.busaramusic.org/downloads)