



MEDIA ADVISORY

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EXCITEMENT BUILDS UP AHEAD OF THE PRESTIGIOUS MUSIC AWARDS

Preparations are at an advanced stage ahead of the prestigious Metro FM Music Awards (MMA). This as the Mpumalanga Province hosts the award ceremony, one of the country's premier entertainment events on Saturday.

The event honours South Africa's performing artists in the music industry in various categories, after a voting process by the general public. It attracts thousands revelers across the country and from the neighbouring Kingdom of eSwatini and Mozambique.

2024 marks the second year since Premier Refilwe Mtshweni-Tsipane's announcement during the State of the Province Address (SOPA) last year. At the time Mtshweni-Tsipane stated that the Provincial Government has partnered with the SABC to host the prestigious MMA for the next three years to bolster tourism within the Province and heighten focus on the arts and creative industry.

The Premier says Mpumalanga is ready to host the second edition of the awards this year. "We are building on the success of the event last year. We were awe-struck by the good attendance at the venue, the high impact of the event towards the Local Economic Development value chain, such as tourism, accommodation facilities, township food eateries and fuel stations," she emphasised.

This year the event coincides with the country's commemoration of thirty years of democracy on the 27th of April. Mtshweni-Tsipane says the Province is pulling all stops to stage a memorable award ceremony befitting to the country's commemoration. "Our preparations are guided by the success of the previous event. Added to these preparations, is the park and ride which seeks to give revellers, the best travelling experience, from Riverside and Bergvlam, to the Mbombela stadium. Through this arrangement, traffic congestion will be eased within the vicinity of the stadium," she expatiated.

Mtshweni-Tsipane says the event is timely and crucial to reposition the Province as a tourist destination of choice. “We pride ourselves as a Province endowed with tourism attractions that encompass scenic beauty, wildlife and diverse heritage, such as God’s window, the three Rondavels, Kruger National Park, Sudwala caves, Makhonjwa mountain, Graskop Gorge, amongst others. Safety measures have been stepped up in all strategic areas,” the Premier elaborated.

The MMAs will take place at the **Mbombela Stadium in Matabeleland on Saturday, 27 April 2024, from 17h00**. The winners in various categories will be announced on Saturday, to mark the finale of the event.

Ends...

Issued by the Mpumalanga Provincial Government

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