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So you think you can mix? Search is on for top upcoming DJs

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Issued by: Heart 104.9FM

The hunt is on for new talent on the DJ scene. As the Mother City is known for its hot DJs, it also forms the focal point for a search by Heart 104.9 FM and Cash Crusaders for the city's most promising new male and female disc jockey.



Aspiring DJs are invited to enter the competition by dropping off a MP3 containing a 20-minute mix at one of 32 participating Cash Crusaders stores. Twelve finalists will be selected and given an opportunity to play their mixes live on Heart 104.9FM. Listeners will be encouraged to vote for their favourite mix or DJ. Winning DJs will be selected solely on the votes of Cape Town listeners and their names will be announced on-air.

Heart 104.9FM's legendary Diggy Bongz says winners stand to win great prizes and will also gain exposure on his popular Drivetime Show. "Added to that we will take them on a road show to hotspots around Cape Town, where they will be able to show off their talent accompanied by myself," says Bongz.

He goes on to say that, the art of mixing is coveted by many but possessed by few. "Through this campaign, we would like to highlight the art of mixing and change the attitude that DJing is just for the clubs. We would like to promote the young talent in Cape Town because mixing and DJing has and still open doors to other career opportunities such as music production, compiling, and performance," says Bongz.

Cash Crusaders, the country's leading supplier of DJ gear, will further assist the successful candidates on their way to stardom. The winning guy and girl will also each win DJ equipment.

Sean Stegmann, Chief Executive Officer of Cash Crusaders commented on the campaign, "We have noticed an upswing in the sale of DJ equipment, particularly for non-professional DJs who hold garage parties on weekends. This can only bode well for their practicing to eventually become professionals." He continued by saying that he saw a synergy between Cash Crusaders leading position as a provider of recreational DJ equipment and Heart 104.9FM's enthusiasm to find raw talent. "We hope that young undiscovered talent will get their chance to find fame and fortune and that they will remember Cash Crusaders as their DJ equipment store," says Stegmann.

So, if you think you've got what it takes and you're over 18, choose your beats, get your mixes ready, and keep your dial locked onto Heart 104.9FM daily at 06:00 and 15:00 for the latest updates by Bongz.

[5 Aug 2010 12:17]

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