



## For Immediate Release

### **AFRIMMA PARTNERS WITH YOUTUBE BLACK VOICES TO CELEBRATE THE BEST OF AFRICAN MUSIC WITH AFRIMMA 2021 “Flavors of Africa” EDITION ON DEC 12th.**

**Dallas, Texas --- (Nov. 23, 2021)**

It’s time for the celebration of the Biggest African Music Award in Diaspora - AFRIMMA 2021 this time in ‘Flavors of Africa’.

On **Sunday, December 12th, 2021 at 6 pm GMT**, the world is set to witness an unforgettable virtual award show and a showcase of the best talent across the continent, which will be live-streamed on YouTube. **Superstar Comedian Bovi** and **elegant screen goddess Tashara Parker** will co-host the ceremony.

The unique theme ‘Flavors of Africa’ draws inspiration from the diverse flavors found on the continent. Like the people, the food, and the culture, the music comes in different melodic flavors and this virtual ceremony will be a musical experience of the different flavors of African music. The music performances at AFRIMMA ‘Flavors of Africa’ are coming in different flavors that include **South Africa’s Focalistic**, **Kenya’s Sauti Sol**, **Nigeria’s sensations Ckay, Ruger**, and **Ladipoe** as well as **Mozambican stars Dj Tarico** and the **Yaba Buluku gang**. There would be performances from the **Togolese duo Toofan**, **Tanzanian darling Nandy**, and many more.

This year AFRIMMA is partnering with YouTube Music as part of their #YouTubeBlack Voices Fund initiative in celebrating Africa’s musical talent as African music stars continue to receive glowing attention worldwide.. AFRIMMA is the biggest African music award ceremony in the

Diaspora that creates a platform to promote the diversity of African music. Every year, top African talents across the world come on the same stage to celebrate African culture and music.

**Anderson Obiagwu, the founder of AFRIMMA**, states "We are quite excited by the partnership with YouTube. Being able to use their platform to further push our narrative of crossing boundaries with music is going to propel our mission forward. YouTube coming onboard only means more exciting times are coming for African music and together we can celebrate African music, talents, and culture. This is a new dawn and we are elated to showcase Africa to the world with YouTube as an official partner!"

**Addy Awofisayo, Head of Music, Sub-Saharan Africa, YouTube**, states, "We are thrilled to unite the impactful work of the #YouTubeBlack Voices Fund with AFRIMMA and their dedication to amplifying the diversity of African music. AFRIMMA has truly set the standard in celebrating excellence in African music and we are looking forward to partnering with them on this exciting virtual event." -

### **SOME AFRIMMA AWARDS 2021 CATEGORIES**

**BEST NEWCOMER -YAW TOG, BLACK SHERIF, KAMO MPHELA, MARIOO, AYRA STARR, BUSTA 929, RUGER, AND NVIIRI THE STORYTELLER**

**ARTIST OF THE YEAR-WIZKID, EL GRANDE TOTO, DADJU, DIAMOND PLATNUMZ, FALLY IPUPA, TAY C, BURNA BOY, AND AYA NAKAMURA**

**CROSSING BOUNDARIES WITH MUSIC- BURNA BOY, AYA NAKAMURA, DAVE, WIZKID, HEADIE ONE, S. PRI NOIR, TEMS, AND DADJU**

**AFRIMMA VIDEO OF THE YEAR -FLAVOUR FT. DIAMOND PLATNUMZ X FALLY IPUPA - BERNA, TAY C - LA TEMPS, TENI - HUSTLE, MZ VEE - BADDEST BOSS, ZUCHU -SUKARI, RAY VANNY X INNO'S B - KELEBE, REMA - BOUNCE, AND WIZKID FT. TEMS- ESSENCE**

**WIZKID, TEMS, FALLY IPUPA, FOCALISTIC, BURNA BOY, AND DIAMOND PLATNUMZS ALL EARNED MULTIPLE NOMINATIONS**

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For more information on the 8th annual AFRIMMA awards please visit [www.afrimma.com](http://www.afrimma.com) or contact [info@afrimma.com](mailto:info@afrimma.com).

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