

# Sing'it



## Lyrics Competition | Liriekkompetisie

### Press Release: HHP Becomes Ninth Artist to Join *Sing 'it*!

Cape Town: *Sing 'it* has just got bigger and cooler. Co-sponsors of the lyrics-writing competition, LitNet and Sanlam, are proud to announce that the ninth mystery artist to join the already star-studded line-up of local bands is none other than Jabulani Tsambo, better known as HHP, or Hip Hop Pantsula, or Jabba, one of South Africa's biggest hip hop artists.

HHP has turned local hip hop on its head with his good-time grooves and grand personality. He released his new album on 15 September 2011.

The singer flew into Cape Town from Durban that same week to star in the last *Sing 'it* advertisement. The shoot took place at Buchanan Studios in Woodstock and was directed and shot by The Suits – the same company responsible for the other three *Sing 'it* advertisements, which feature Bouwer Bosch, Jax Panik, iScream & the Chocolate Stix and Deon Lotz, among others.



The video can be seen here: <http://www.youtube.com/watch?v=ia0u-fGzJoQ>

*Sing 'it* project manager Steyn du Toit says that with this addition of HHP the line-up is now more powerful than ever. "HHP is one of the biggest and most well-loved hip hop artists in South Africa. He complements the rest of our artists perfectly, and we cannot wait to hear what his song will sound like."

Since the launch of *Sing 'it*, South Africa's first lyrics-writing competition of its kind, the response from the media and public has been tremendous. With more than a month still left until the 30th October deadline for entries, the tally already sits at nearly 700 entries, 1 700 views on the ads on YouTube, 2 700 "likes" on Facebook and 130 followers on Twitter.

What's in it for aspirant songwriters? A chance to get their hands on an iPad 2, R3 000 cash, and a shot at featuring in a music video by their favourite artist.

Sanlam sponsorship manager Andre Kearns, who joined the artist on the set, said HHP brings a very funky and vibey feel to the competition. "One of the main objectives of the competition is to showcase local talent, and the video shoot blew me away. The planners, the people doing the work behind the scenes, the director, and of course the ones we see on our screens: HHP is a real star, and although it was their first commercial shoot, models Jessekha Goldstone and Tammy Herdien kept their cool. All the talent sit right here in South Africa."

Kearns urged the public to submit their lyrics, adding that "you never know, you may become a world famous lyricist".

Comments director Derick Muller: "The shoot on Monday went extremely well and this is definitely the biggest advertisement in the *Sing 'it* marketing campaign. Jabba (HHP) and the whole team from LitNet were

an absolute pleasure to work with. The advertisement will definitely draw the attention of all HHP's fans and will inspire them to enter the competition."

To participate in *Sing 'it*, go to the following internet platforms:

Website: <http://singit.litnet.co.za>

Facebook: <http://www.facebook.com/singit>

Twitter: @singit2011.

For more information, interview requests or high resolution photos, please contact:

Steyn du Toit  
*Sing 'it* Project Manager  
Email: [steyn@litnet.co.za](mailto:steyn@litnet.co.za)  
Tel: 021 886 5169  
Cell: 082 339 5766

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