



Press Release

Peermont welcomes the sounds of Vuvuzela Time

The sound of the vuvuzela is synonymous with South African football and no where was this more evident than during the 2009 FIFA Confederations Cup tournament recently held in South Africa.

The Vuvuzela Time, a pop group from Kanana, near Orkney, in the North West Province, has combined their love of football and their passion for music to write and produce songs about football for the recent Confederations Cup and the much anticipated 2010 FIFA World Cup, hosted in South Africa next year.

Formed in October last year and managed by Ann Araujo of Pixie Productions, the group members consist of Keletso, DK, Nathi, Tatho, Maphelo, Chumani and Max. "I had worked with Ann on various projects and when I saw the other guys performing at promotional events in our area, I proposed that we start a group. They had talent, passion and musical style that I liked," says Keletso.

"The band members have two things in common; they all love football and are passionate about music. Keletso had already started putting pen to paper and had a few football songs up his sleeve so it was fantastic fortune for us to stumble on such a talented and like minded bunch of musicians. We were soon in the writing process together – researching the Confederations and the World Cup and using the research material to put together a song, The World Cup," says Ann.

Well known South African sports personality Robert Marawa was extremely impressed when he heard the song and approached Peermont's Chief Commercial Officer, Mark Jakins to establish

how Peermont and its partners could possibly assist the group. “Mark and Andrew Fradd, Managing Director of Mortimer Harvey arranged for the group to record a music video at the Red Pepper Studios in Johannesburg,” says Jarrod Eckstein, Senior Account Manager at Mortimer Harvey. However, the team hit an obstacle when it came to covering the hefty transport, accommodation and meal costs it would have required for the shoot to go ahead in Johannesburg.

Johann Raubenheimer, General Manager of Rio Hotel, Casino and Convention Resort in Klersdorp, heard about their plight. “When we heard that the band needed support, we were ready to jump in and help. We organized transportation for them as well as accommodation at Rio before their departure and then at Emperors Palace for the duration of their stay in Johannesburg. We also made sure that they were treated like the stars that they are,” says Raubenheimer. In addition to this, he mentions that Peermont will consider assisting the talented band with whatever they might need in the future to ensure their musical success for 2010 and beyond.

“The road to success is long and sometimes paved with obstacles, but with perseverance and the support of those around us, we believe success will be forthcoming. Peermont and Mortimer Harvey have helped us so much along our journey towards realizing our dreams. And the time we spent at Rio and Emperors Palace made us feel like real stars,” says Keletso.

“Although excited about our football songs, the band also has a song with an HIV message sung in English, Xhosa and Fanagalo which they perform at mines as part of an HIV education programme. We also have a song about Madiba and the Matlosana Executive Mayor, Mr. China Dodovu, which the band will perform during the Executive Mayor’s birthday celebrations,” says Ann.

Vuvuzela Time has a variety of songs about the game of football amongst others and hopes to release their 14 track CD titled World Cup 2010 shortly.

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About Peermont

Peermont Hotels, Casinos and Resorts is South Africa’s most empowered hospitality and gaming company. Peermont has an excellent track record in the design, development, management, ownership and operation of multi-faceted integrated resorts. This includes hotels, casinos, convention centres, retail outlets, restaurants, bars and other sport and entertainment facilities.

Peermont has a strong market position in South Africa and Botswana, where it owns and manages 15 casino and hotel properties including: Emperors Palace Hotel Casino Convention Resort, Johannesburg; Graceland Hotel Casino and Country Club, Secunda; Mondazur Resort at San Lameer, KwaZulu-Natal; Frontier Inn & Casino, Bethlehem; Tusk Umfolozi Casino Resort, Empangeni; Rio Hotel Casino Convention Resort, Klerksdorp; Khoroni Hotel Casino Convention Resort, Thohoyandou; and Mmabatho Palms Hotel Casino Convention Resort in Mafikeng. In Botswana, Peermont owns and manages The Grand Palm Hotel Casino Convention Resort and the Mondior hotel in Gaborone; the Metcourt hotel as well as the Sedibeng Casino in Francistown and Syringa Casino in Selebi Phikwe.

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