

# PRESS BOOK

[www.sing4africa.org](http://www.sing4africa.org)

*"Be Involved For The Youth"*

Let's  
Tukkiman  
sing for Africa



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## THE PRESS RELEASE



**Yaounde 18th October 2021**

**PRESS RELEASE**

**"SING FOR AFRICA"**  
www.sing4africa.org



The association "Be Involved For The Youth" (BIFTY) through its humanitarian project "SING FOR AFRICA", informs the public, media, national and international organizations, of the official release of a thematic song, by the artists of the 24 countries qualified for the upcoming African Cup of Nations: "We Stand For Africa", October 30<sup>th</sup>, 2021.

Thanks to the platform offered to us by the African football competition, we have brought together artists from 24 qualified countries, under the humanitarian banner, to promote Peace and Love across the African continent and the rest of the world. These artists, who constitute among the best of African music, have given their voices to convey messages of Hope, Unity and solidarity, under a very catchy melody.

This vocal concert enhanced by modern technique and technology, is orchestrated by the Cameroonian artist / producer Salatiel, under the production of the event communication agency Arusa Music Entertainment, whom have kindly joined their fame to this large-scale project, in order to demonstrate the African potential on all levels.

The song will be available in physical (CD, DVD) and digital formats on all streaming and music purchasing platforms on Saturday: **October 30th, 2021, 00:00 GMT**. More information available on the project website at: [www.sing4africa.org](http://www.sing4africa.org)

Through this humanitarian project, we hope to offer the populations a moment of celebration, and to mark once again our involvement in the promotion of the ideals around peace and the development of African youth.

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*The President*



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 CEO/President



## THE PROJECT

<b>PROJECT MANAGER</b>	BIFTY Association
<b>INSTITUTIONAL PARTNERS</b>	<ul style="list-style-type: none"> <li>• MINISTRY OF ARTS AND CULTURE</li> <li>• MINISTRY OF YOUTH AND CIVIC EDUCATION</li> <li>• MINISTRY OF COMMUNICATION</li> </ul>
<b>TECHNICAL PARTNER</b>	ALPHA BETTER RECORDS
<b>PARTNERS AND COLLABORATORS</b>	<ul style="list-style-type: none"> <li>▪ ARUSA MUSIC ENTERTAINMENT</li> <li>▪ ON-SPOT ENTERPRISES</li> </ul>

*The African Football Confederation has enabled Cameroon to host its most prestigious event: The African Football Cup Of Nations (AFCON), which is also, after the Olympic Games and the Football World Cup, the 3rd sporting event, on the worldwide scale.*



*AFCON attracts among others, more than a billion viewers, two billion listeners, three million spectators, more than five thousand journalists and two hundred and fifty medias. The 52 matches that make up its framework are broadcast on five continents and in more than 150 countries. The African Nations Cup of Football therefore offers unique moments of exchange, conviviality, meetings, solidarity and fulfillment through Sport and Culture.*

## THE PROJECT CONTEXT

*The goal of our approach is to take advantage of the platform offered to us by the African Cup of Nations of Football (AFCON 2021) that Cameroon will host from January 9 to February 6, 2022, to bring together under the humanitarian banner, the voices and the expertise of the African music, through the contribution of artists from the 24 countries qualified for this event, in order to communicate to Africa and the world, a message of Hope in a thematic song spreading Peace, Unity, Concord, Love and Solidarity. This special production is about showing a joyful and more optimistic Africa.*



## THE PROJECT DESCRIPTION

*" **Sing For Africa** " project aims to profit from the platform that will offer the African Cup Of Nations (AFCON 2021), that will take place in Cameroon, from January 09<sup>th</sup> to February 06<sup>th</sup> 2022. It will be the occasion to bring together, under the humanitarian banner, voices and experts of the African music, through the contribution of artists from the 24 qualified countries for the competition; who will communicate to Africa and the world, a message of hope, in a thematic song spreading peace, unity, concord, love and solidarity. The purpose of this special production, is to show a joyful and more optimistic Africa.*



## THE PROJECT MANAGER



***Be Involved For The Youth (BIFTY)*** is an association whose mission is to promote the development and education of young people through various social and cultural activities. Implemented since 2014, the association sets up a series of activities aimed at promoting the education, awareness and development of cameroonian youth. Like the 2014 edition under the theme "BRING BACK OUR GIRLS" under the very high patronage of the First Lady of Cameroon, Mrs Chantal Biya and the support the support of the nigerian group P Square; the 2017 edition: "YOUTH FACING THE CHALLENGES OF AGRICULTURAL DEVELOPMENT" or more recently the 2019 edition under the theme "YOUNG GIRLS FACING VIOLENCES". To this date, we have been able, thanks to our goals and actions, to assist more than a hundred children in the cities of Yaoundé and Garoua in their return to school, and a good number of young people for their social reintegration.



## THE PROJECT GOALS

### ➤ **Main goals :**

*Produce a thematic song with 24 Africans artists qualified for the Total Energie AFCON Cameroon 2021 around a strong theme: Peace, Love, Solidarity.*

### ➤ **Specific goals :**

- *Bring together international renowned African artists for a project of heart and sharing*
- *Offer a symbolic song to the African public*
- *Allow stakeholders to add more to the grid of their activities*
- *Profit from the AFCON context to strengthen social cohesion through a song.*
- *Create awakening among African youth.*





**SALATIEL, ALPHA  
BETTER  
RECORDS &  
ARUSA MUSIC  
ENTERTAINMENT  
COLLABORATION**



*This exceptional blend of 24 different cultures is led by internationally renowned Cameroonian producer Salatiel, a multi-faceted artist, under the direction of the international artistic representation and communication agency ARUSA MUSIC AND ENTERTAINMENT.*

*Talent, human qualities and international fame were the determining factors in choosing the artist Salatiel to lead this project. Nominated for the Grammy Awards in the United States and an integral part of Beyoncé's latest album, the world-renowned American singer, Salatiel is one of the most influential and successful young African producers of the day.*

*Arusa Music and Entertainment commissioned by BIFTY to coordinate the project, played a key role in the selection, booking and artistic direction of voices across the 24 African countries.*

*Arusa Music Entertainment's technical and event expertise and their previous productions count only good points which will be additives in the process of perfecting the **Sing For Africa** project. This perfect symbiosis between the three entities, BIFTY, Arusa and Alpha Better Records, gave birth to the single "We Stand For Africa".*

## **INDICATORS:**

- *More than 24 icons from the African continent who take part to the project.*
- *Almost 1,000,000,000 views around the world.*
- *Over 900,000,000 listeners.*
- *3,000,000 spectators*
- *52 matches broadcast on 5 continents and in 150 countries..*



## **INDICATORS & PRODUCTION LOCATION**



- **Production location:** Douala & Yaounde
- **Expected countries :** Senegal, Ivory Coast, Algeria, Nigeria, Gabon, Mali, Burkina Faso, Tunisia, Guinea, Gambia, Morocco, Egypt, Zimbabwe, Equatorial Guinea, Ghana, Comores, Malawi, Ethiopia, Mauritania, Guinea-Bissau, guinée Conakry South Sudan, Cape verde and Ghana.
- **Release date :** 30th October 2021

***The artists invited to the SING FOR AFRICA project are from all Africa corners; from Central Africa to North Africa, West Africa and Southern Africa***



## PROJECT ARTISTS



Tukkiman	Sénégal	Cremilda Medina	Cabo Verde
Azaya	Guinée conakry		
Mylmo	Mali	Teddy yo	Ethiopia
Imilo lechanceux	Burkina Faso	Lord Ekomi	Gabon
Timi Dakolo	Nigeria	Jaylann	Morocco
Dadiposlim	Comores	Jah Prayzah	Zimbabwe
Samini	Ghana	Hakim	Egypt
Emmerson Bockarie	Sierra leone	Assia	Algeria
Peque Jazz	Equatorial Guinea	Georges Kalukusha	Malawi
WJ De King	South Sudan	Rayen Youssef	Tunisia
Rinyu	Cameroon	Lesme Minteiro	Guinea Bissau
Fame Sene	Cameroon	Texvor	Ivory Coast
Salatviel	Cameroon	Acho	Nigeria



## THE VISUALS







## THE VISUALS



## Press Book – Sing For Africa







## CONTACTS



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