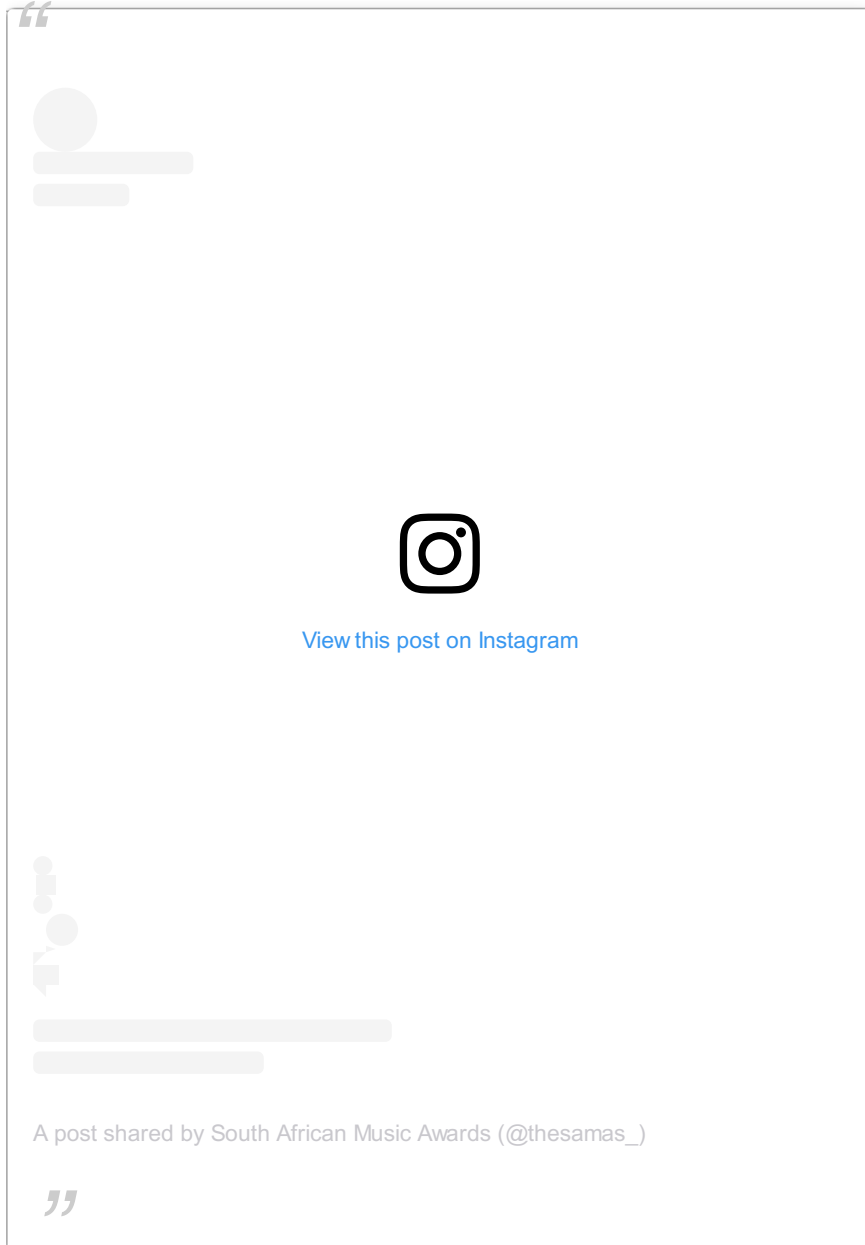


SABC1 to broadcast Sama27 on 31 July 2021

SABC1 will broadcast the 27th SA Music Awards (Sama27) on 31 July 2021 at 8pm. The red carpet will be broadcast on the channel's lifestyle show *RGB* at 7.30pm.

Sama27 is expected to be a high energy virtual affair with electrifying performances from some of the nominees and segments featuring the finest talent in South Africa.



While the identity of the hosts is still a closely guarded secret, there is no doubt that they will add their star power and vitalise the proceedings to keep the show a thrill-a-minute and pacey production.

The presenters, who will be handing out the trophies, are a cross-section of entertainers, celebrities, radio personalities and icons of the nation.

More than 40 gongs will be handed out on the night including the newly unveiled Best *Amapiano* Album, Best *Gqom* Album and Best *Kwaito* Album. History will be made when the first-ever public-voted Artist of the Year award will be presented. Other categories voted for by the public are Record of the Year and Music Video of the Year.



All the Sama27 nominees

20 May 2021



The competitive top five categories: Album of the Year, Sofn'free Female Artist of the Year, Male Artist of the Year, White Star Newcomer of the Year and Duo/Group of the Year are also keenly watched.

RiSA CEO Nhlanhla Sibisi commented: "We are delighted that the Samas has returned to SABC1 and we promise a show befitting the calibre of musicians nominated this year. Against all odds and the challenges of the Covid-19 lockdown, we have managed to curate a memorable one-night extravaganza experience that will be entertaining and keep our loyal audiences on the edge of their seats. July 31st is a date."

For more, visit: <https://www.bizcommunity.com>