

5 African hip-hop artists show "U.N.I.T.Y" for International Women's Day

In celebration of International Women's Day, Castle Lite has gathered five of the continent's leading female hip-hop artists - Moozlie (South Africa), Gigi Lamayne (South Africa), Rouge (South Africa), Rossa Ree (Tanzania) and Mz Kizz (Nigeria) - to collaborate on a reworking for Queen Latifah's popular '90s anthem, "U.N.I.T.Y".



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The aim of the collaboration is to showcase power when women stand together and fortify unity through music.

The five artists will execute a simultaneous live stream of "U.N.I.T.Y" on Instagram; a first-of-its-kind on the African continent. And speaking ahead of the live stream song performance, Castle Lite brand director Silke Bucker said: "The ever-strengthening musical ties across the continent made it natural for these brilliant artists to come together in song with the brand, and Castle Lite is privileged to place women in hip-hop at the forefront. Today we all celebrate the power of women in unity and our glow of pride couldn't be brighter in celebration with all the amazing women across the globe on this unique international day."

"It is such an honour to be part of a movement that not only celebrates women but encourages unity through music," said Moozlie. Adding: "Music has the ability to unite people from different backgrounds, and it is through this that we were able to bring our own different styles and individuality to recreate this amazing song with a powerful message."

Last year, the beer brand hosted the first-ever all female Hip Hop experience titled Hip Hop Herstory, which focused on

highlighting the role women have played in the evolution of hip-hop.

The song will be streamed during a simultaneous live broadcast on Instagram on Friday, 8 March at 9.15am before being made available on various streaming platforms.

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