

Kwesta, Glen Biderman-Pam to host 'Jameson Connects: The Stay Inn'

Jameson Connects: The Stay Inn is set to showcase performances, comedy and discussions - which will be livestreamed on Instagram Live, IGTV (Instagram TV), Facebook and YouTube from Saturday, 18 April 2020.

The series of virtual events – which consists of three virtual shows per week – will be hosted by award-winning rapper Kwesta and local comedian Glen Biderman-Pam.



Kwesta



Glen Biederman-Pam

On the back of this campaign, Jameson has also committed to donating to Pernod Ricard's #KeepTheSpirit campaign supporting the bartending and restaurant industries affected during the lockdown.



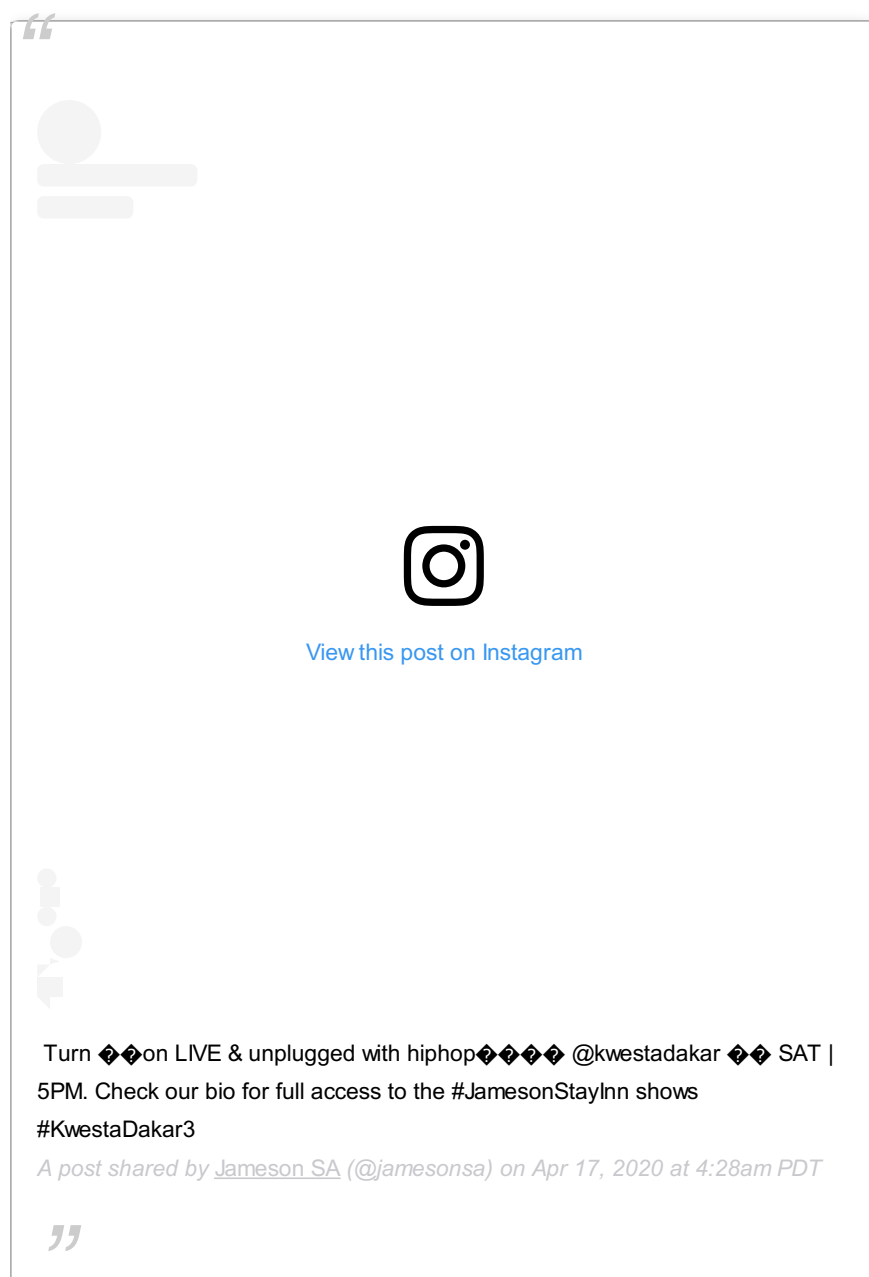
Pernod Ricard commits R2m to support bartenders, waitrons during lockdown

2 Apr 2020



The first Stay Inn kicks off on 18 April at 3pm with Jameson's SA Tastemaker Lalla Hirayama conducting an exclusive Instagram Live interview with Kwesta, followed by a live performance at 5pm. These Smooth Session Saturdays will take place every Saturday at 5pm featuring top local musos.

On Sundays, at 3pm comic and actor Glen Biderman-Pam will turn your frown upside down, as he hangs out in the Sunday Session with a host of renowned comedians. Tumi Morake is his first guest this Sunday 19 April, with the session kicking off with an Instagram Live interview at 3pm followed by sketches and skits on IGTV.



On Wednesday get yourself in the know with Instagram Live discussions between Kwesta and other leading Jameson Connects artists from around the globe discussing music and life. On 22 April, Kwesta will announce a once in a lifetime competition on Jameson's Instagram page (make sure you have your notifications turned on!).

Says Beatrice Marfleet, marketing manager of Jameson and Irish Whiskeys at Pernod Ricard SA: “During these challenging times, we want to embrace the change and bring hope. Through this playbook, Jameson is making together better, even if it means being apart. We are excited about this initiative as we work together at a distance towards a new world and way of life. Jameson is dedicated to doing what we’ve always done – bringing cultures and communities together to celebrate life; but with a conscience.”

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