

# Major League DJz action-filled lives fuelled by Extreme Energy's new Non-Alcoholic variant

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Major League DJz are heavyweights on the SA music scene, and Junior King is one of the hottest next gen dancers in the industry. They recently partnered with Extreme Energy's new Non-Alcoholic variant to bring fans a behind-the-scenes look at their fast-paced lives.





Junior King





Major League DJz

The 'Stay on the Pulse' videos capture a window into the lives of Major League DJz and Junior King, and what it takes to be fully connected and on top of their game. Fans can catch the videos on the Extreme Energy social media platforms to share in the action-filled, on-the-pulse lives of these top musicians and dancer - and how they keep the pace.



We caught up with the kings of Amapiano and the popular SA dancer and choreographer for an inside look. "Our lives are filled with non-stop action and we need to set the vibe and keep the energy going," say brothers Bandile and Banele Mbere of Major League DJz. "What people don't see is the behind-the-scenes hustle it takes to make it happen. We love what we do, and we are those guys who get the party started no matter what. We love that the brand understands our lifestyle. The new Extreme Energy Non-Alcoholic drink is there for us when we choose not to drink and keep the party going – with the same apple energy taste we love."



"Extreme Energy understands the lifestyle needs of people at the top of their game, like Junior King and the Mbere brothers - and why they want to enjoy the same refreshing apple taste and energy kick during those times when they choose to drink less or not at all. They are busy people who want to stay connected to the moment, to their friends, and to the energy, as they get on with their busy social lives. That was what was behind the launch of the exciting new Extreme Energy Non-Alcoholic variant," says marketing manager Natasha Coppin.



"This is hands-down one of the most exciting projects we've rolled out to date. Major League DJz are heavyweights on the

SA music scene, and Junior King is one of the hottest next gen dancers in the industry. Partnering with them to bring these videos to life has been an incredible experience. Extreme Energy Non-Alcoholic is all about supporting those who bring positive energy to society. We are there for them when they are hustling and working to achieve their goals. There are moments when they choose not to drink or to drink less, and we understand what's behind the lifestyle shift and recent move towards more conscious consumption," she explains.

Fans can join the conversation and follow the action on Instagram and Twitter [@extremenergydrink](#) #BeUnstoppable

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