

Mzantsi's hot new band to share stage with Snoop Dogg and Maroon 5

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Virgin Mobile is now proud to announce the *Road To V*, which is a search for unsigned music acts in South Africa, and is giving them a chance to win a place on the Virgin Festival stage to join the likes of Snoop Dogg, One Republic, Eddy Grant, The Parlotones, Zebra & Giraffe and Jozi. It will be their gig of a lifetime.

In collaboration with their agency, Offlimit, a host of interactive events and gigs have taken place in the lead-up to whittling down the bands to the final winning one!

“*Road To V* is a brilliant extension of the next wave of music discovery and a great opportunity for South Africa's emerging bands with different sounds to vie for a slot in the Virgin Festival by Virgin Mobile,” said Sir Richard Branson, whose legendary Virgin Festival heritage is the inspiration behind the *Road To V*.

Bands from all over South Africa could enter, with music lovers reviewing and voting for their favourite bands online. From the entries, 12 bands were chosen to go through to the finals and will perform live in different regions such as PE, Cape Town, Durban and Jozi where fans can vote for them.

If that wasn't exciting enough, these regional performances were filmed for broadcast on MTV Base in the five weeks leading up to Virgin Festival by Virgin Mobile. There will be further elimination rounds, but there can only be one winner for the *Road To V*.

Peter Boyd, CEO of Virgin Mobile, says: “Virgin Mobile is happy to be investing in the grassroots music industry and to help send new talent on the road to stardom. We are really looking forward to hearing the submissions and giving bands the chance of a lifetime to play at the Virgin Festival by Virgin Mobile.”

For more information on Virgin Festival by Virgin Mobile, visit www.virginfestival.co.za.

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