

Young aspiring DJ's get their big break

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Twenty-four year old Pinetown resident Sanele Hlongwane and twenty-five year old Mduduzi Mtshali from Queensburgh have been given a once in a lifetime opportunity to live their dream. These two up and coming DJs recently won the [Cash Crusaders So you think you can mix?](#) competition in partnership with [Gagasi 99.5FM](#) and walked away with a new set of DJ gear and a break that could change their lives.



"Judging from the amount and quality of entries for the competition it is clear that there is a huge amount of talent out there, which just needs to be discovered and nurtured," says Alaine Rossouw, Marketing Manager for Cash Crusaders. She continues, "For us it is a privilege to spearhead an initiative to highlight individuals that have raw talent and giving them the exposure and the much needed equipment to develop themselves and to live their dreams."

It is the first time that Cash Crusaders ran the *So You Think You Can Mix* campaign in KZN. "We were very impressed with the way in which the Gagasi 99.5FM team executed the entire campaign," says Rossouw. She continues by saying that the station understood the KZN market extremely well and ensured that all the elements from the on-air to online and events effectively communicated with the market involving them in each step of the process.

"We are very happy with the success of the campaign, which I believe was a result of the perfect integration of all platforms used in the campaign. The success of this project demonstrated our strength in this space. This is the direction that we are following going forward, in our efforts to continue offering unique added value our clients won't receive anywhere else," says Chris Meyiwa, Managing Director of Gagasi 99.5FM.

The final two winners were selected from five finalists whose mixes were played live on Gagasi 99.5FM during the Midday Madness Show with Mzokoloko Gumede. Listeners also got involved and voted for their favourite DJ via the Gagasi 99.5FM SMS line.

Mduduzi, who has been DJing since 2006, says that the hardest challenge for DJ's at the moment is recognition. "There are many DJ's out there that have really good mixing skills. Therefore it's hard to get noticed. I am very grateful for this opportunity to get the exposure I need in the DJ industry," says Mduduzi.

Sanele, who discovered his passion for DJing six years ago after messing around with he's friends' mixer, advises aspiring DJ's to keep persevering. "You can't go wrong with determination and passion for what you do. If you have that, nothing is impossible," he adds.

Listen out for Sanele and Mduduzi's mixes on the Midday Madness Show with Mzokoloko Gumede daily between 12:00 to 15:00 on Gagasi 99.5FM. For more information visit www.cashcrusaders.co.za or www.gagasi995.co.za.

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