

# Proudly South African partners with SA Music Awards for Sama27

Proudly South African has entered a partnership with the South African Music Awards (Sama) for Sama27; the 27th instalment of the awards.

As the country's official buy-local advocacy campaign, Proudly South African has endorsed the premier music awards event in the country. The partnership is in recognition of the longevity and strength of the Sama brand in the arts and culture sector. It further displays the commitment of the Sama to the creation of job opportunities for local artists and through the entire production value chain.

*“ We are proud to announce our partnership with [@ProudlySA](#). This marks the beginning of a collaboration that is both meaningful and impactful to South Africa and South Africans at large. [#SAMA27 pic.twitter.com/JjLv1r6czV](#)— The SA Music Awards (@TheSAMAs) [March 17, 2021](#) ”*

Formed in 2001, Proudly South African has become synonymous with quality homegrown, produced and manufactured goods and services. Member companies have the privilege of bearing their logo, which is a symbol of that quality and says they are proud to contribute to the growth of our economy and the creation of jobs. The badge of pride tells consumers that they can have faith in the quality and integrity of the company that displays it.



## Sama27 receives record number of entries

10 Feb 2021



Says Eustace Mashimbye, CEO of Proudly South African:

*“ The performing arts sector in South Africa is a major employer of young people and offers an enormous range of career opportunities from highly skilled technical crews to semi-skilled support staff, costume and makeup artists and much more. It is a sector that has suffered through the Covid-19 pandemic and is one that we must nurture at all costs. We are proud to be associated with the 27th edition of the Samas and wish all the entrants luck in the final judging rounds. ”*

Welcoming the news, the CEO of awards organiser RiSA, Nhlanhla Sibisi, shares: “We are thrilled to have been recognised by Proudly South African especially in the year they celebrate their 20th anniversary. It's all the more special to us too because 2021 has been a milestone year in which we set a new record of entries in the history of the Sama. For 27 years, the Samas has been shining the spotlight on local music and honouring achievement. Receiving this badge of pride presents bragging rights no money can buy. We look forward to working together with the esteemed team at Proudly SA in making sure that South Africans take pride in the Samas and ensure its success. We wear the Proudly SA logo with pride knowing that we contribute to the development of our country.”