



## **MEDIA RELEASE**

**Embargo:** Immediate

**DATE:** 28 March 2017

### **Exciting youth talent workshop to be hosted**

In support of Youth Development the Knysna Municipal Youth Desk, in conjunction with Mind Movement Entertainment and Events, hosted auditions for their Youth Talent Development Programme within Greater Knysna during February and March. The youth came out in great numbers for the auditions and 115 were awarded the coveted Golden Tickets.

These Golden Tickets secured the talented individuals and groups a place in the workshop/ training sessions (April 3 and 4) where they will get to meet and work with well-known national artists, Afrotainment record label owner DJ Tira, actor and film producer, Dumisani Dlamini, fashion mogul and celebrity stylist, Pamela James and music producer, Ngane Sikobi.

During October and November, 2016 the Youth Council and Youth Desk held public meetings. From these meetings it became evident that an initiative of this nature was desperately needed. The Youth Council resolved to run this Pilot Talent Development Programme for Greater Knysna's youth to gain the necessary skills needed within various identified industries.

Talent Development Programme is to showcase our exceptional local talent. We want to equip these up-and-coming artists with the knowledge they require to make it in the fashion, music, film, graphic design and entertainment industries. What better way to do this than giving them the opportunity to work with people who excel in the various industries, people who are eager to share their knowledge and expertise.

Mayoral Committee member: Community Services, Cllr Cathy Weideman explained, "The talent in Greater Knysna is amazing and inspiring. With the support provided to our up-and-coming talented youth, they will eventually be able to produce quality input into the relevant industries. Mentoring is crucial, and therefore this will not be our last initiative, we will constantly present new ways of fostering and grooming young talent. It is exciting to have a Youth Desk and a Youth Council that are so forward-thinking and always keeping the welfare of our youth foremost in their minds."

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