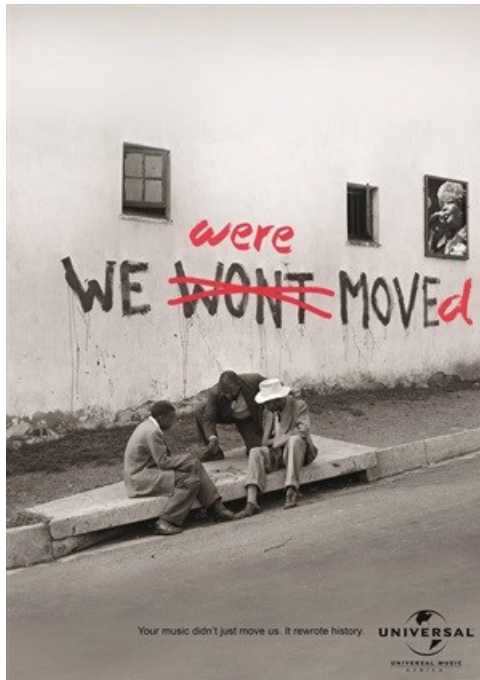


# Havas Johannesburg and Universal Music Sub-Saharan Africa pay tribute to musical legend

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Havas Johannesburg and Universal Music Sub-Saharan Africa have created a moving tribute to South African jazz legend Thandi Klaasen, who passed away earlier this month.



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The tribute takes an iconic image of resistance to the destruction of Sophiatown, Thandi's beloved home, and transforms its message to one of love and gratitude to for an incredible woman whose talent moved a nation.

According to Managing Director, Universal Music Group, Sub-Saharan Africa, Sipho Dlamini, this acknowledgement of how Klaasen had touched the lives of so many South Africans needed to be made.

"For us at Universal, it was so important to pay tribute to this iconic South African artist, whose message through song moved people, touched people at a very painful time in history and gave them the will and the power to continue the fight," says Dlamini.

"I think the way Havas changed the line has such an important meaning," continues Dlamini, "that Thandi's music did not just move people emotionally, but continued to keep them moving at a time when it was easier to give up and not fight anymore."

Lynn Madeley, CEO of Havas Sub-Saharan Africa, felt it was important to honour Thandi in whatever way possible. "We are a creative business and therefore creative people are close to our hearts," says Madeley. "It's always so important to mark what these incredible talents have done for music, culture and the arts and this is our way of doing just that."

"Sometimes we overlook the relevance of music at certain times in history," concludes Dlamini. "These days we don't have the same issues we had back then and thanks to people like Thandi, it's a whole different world now."

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