

Young talent shines at the Gauteng Summer Cup

Issued by [Campbell + Campbell](#)

11 Oct 2019

Joburg's biggest horse racing event, The People's Race, is passionate about the people of Gauteng. Which is why this year, we've launched 808 Box, a brand new area designed to give young DJs and artists the chance to perform in front of large audiences.



808 Box is a collaboration between the Gauteng Summer Cup presented by TAB Betting World, and Rise Academy, a Joburg-based school that helps young entrepreneurs explore their dreams and follow their passions, by building skills around creative careers such as DJing, Performing, and Music Production.

The collaboration was an obvious fit, as Phumelela has been actively pursuing a new generation of racing fans over the past few years. Enticing young performers and their fans to visit the racecourse on a Grade one race day is a win for Phumelela, who get to simultaneously support young talent and encourage a love for racing among the youth.

In the lead-up to this year's Summer Cup, young DJs and artists will be asked to enter a competition to screen for great new acts. The competition will be launched via the Gauteng Summer Cup social media channels, where up-and-coming performers will be asked to send a video of them in action.

The aim of the competition is to provide a new platform for young DJs and artists, and as such, the finalists will get to perform on stage at 808 Box. "South Africa has so many talented musicians but we're not always very good at supporting new talent," says Rise co-founder, Sue Green. '808 Box and platforms like this are crucial if we want to build our local music scene.'



Green adds that 808 Box is an incredible opportunity for young talent that have been struggling to get noticed, as they will finally be able to perform in front of an audience. "We already have some outstanding young artists booked, such as Sam Ae, Tempo, Messiah Jackson, Troskii, and more, so if you're at Gauteng Summer Cup, come through and see the future of South Africa's music industry," she says.

There is something for everyone at The People's Race. Join us on 30 November for a spectacular day filled with racing, fashion, entertainment, kids activities and more.

EVENT INFORMATION

Date: Saturday 30 November 2019

Gates open at 11am

Venue: Turffontein Racecourse, 14 Turf Club Street, Johannesburg

The Gauteng Summer Cup general ticket is R85 and this will give you access to Turffontein Racecourse and 808 Box. Under 18s pay R20.

CONTACT

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