**Selam Music Festival**

**15-16 January 2011**

**Addis Ababa, Ethiopia**

Now it's time for the second edition of Selam Festival in Addis Ababa, Ethiopia! The festival is growing fast - and for the first time it takes the form of a sparkly outdoor festival with capacity for several thousand visitors!

It is an amazing artist line up - many of Ethiopia's most popular artists will be on the same stage together with invited guest artists from Sweden, Uganda and Kenya. The public will be able to enjoy the concerts in one of Addis's most centrally located parks, the huge garden around Ghion Hotel, directly opposite the famous Meskel Square.

A number of artists will perform - the cavalcade include Swedish / Brazilian Simone Moreno and her band, Kenyan Muthoni The Drummer Queen (who was a hit during Selam African Festival in Stockholm, Sweden) and Daniel Lemma and Emilia who also themselves have Ethiopian roots, popular Ethiopian artists like Eyob and Tsedenya and crème de la crème of Ethiopian folkloregroup Ethiocolor with guests.

The artists will perform backed up by of professional musicians like Mehari Brothers Band and Zion Band.

The days before the festival will be filled with exciting seminars, talks and workshops for specially invited participants. It will include a management workshop, all you need to know about how you as an artist or manager can best reach out to an international market, producer and artist conducted workshops in sound engineering, radio technology and copyright.

In urban Club Alize we invite you to a Talk Show with a series of exciting artists - straight questions - straight answers about the showbiz today, both from the moderator and the audience. We conclude the evening with a sweaty club night with DJs and live artists.

Our official media partner is the local radio station Sheger FM – the airwaves of Addis will be filled with music from participating artists, interviews and discussions with invited guests on current topics! We take the form of seminars into the studio – which enables more people to participate and listen in.

- The festival serves as a tool for networking, training and jobs and helps to start off a public discussion about music and culture in East Africa and globally, "Teshome Wondimu, director of Selam says.

Selam MUSIC FESTIVAL is implemented in cooperation with YisaKal! Entertainment and with the support of SIDA and the Swedish Institute.

Selam has been the instigator of activities in East Africa since 2004, with activities aimed at supporting infrastructure in the music sector in East Africa - Tanzania, Uganda, Kenya and Ethiopia, through knowledge and networking.

For more information, interview request etc contact:

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