



**the detea**

the department of economic  
development, tourism and  
environmental affairs  
FREE STATE PROVINCE

## **MEDIA STATEMENT**

### **FREE STATE PROVINCIAL GOVERNMENT PUT A SPOTLIGHT ON CREATIVE INDUSTRY IN THE FREE STATE**

**Bloemfontein:** DJ Finzo of Lesedi FM, a well known South African DJ jetted out of the country yesterday to go to the “Big Apple” where he will be representing the Free State Province at the DJs/Artists Performance Showcase Talent and Networking. He will be in New York from the 17<sup>th</sup> - 22<sup>nd</sup> July 2014.

This project is part of the department’s service delivery programme announced by MEC Mosebenzi Zwane during the 2014/15 budget speech. In partnership with Lesedi FM, the department will assist emerging Free State artists so that Free State can have a pool of not only talented but also business inclined artists to take creative industry to a higher level.

Among others, he will meet with the most successful artists in the United States and establish why they are successful while the South African artists may be popular and not necessarily successful as business people. Out of this exercise the department will develop a solid programme for the emerging artists from approximately 36 towns in the Free State.

DJ Finzo is expected to hold information sessions where he will be sharing information and ideas about the conference with other Free State artists.

End!!!

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