

## **NELLY, NAS COMING FOR STAR MEGA JAM 2008**

Double Grammy award winner Cornell Haynes, popularly known as Nelly and self appointed "King of New York", Nasir Jones, popularly known as NAS are the two international artistes to perform at the 2008 edition of the hugely popular Star Mega Jam, the international music concert sponsored by Star lager beer. These 2 artistes who have sold tens of millions of albums worldwide and endeared themselves to fans across the globe were overwhelmingly chosen by Nigerian music lovers for the 9<sup>th</sup> edition of the event which is slated to hold on Friday, December 12<sup>th</sup> in Lagos and Saturday December 13<sup>th</sup> in Abuja with remote broadcast in Akure and Lokoja.

Nelly and Nas are very excited to be part of the 9 year old biggest music concert in Africa which has so far thrilled Nigerian music lovers with Shaggy Bombastic, Awilo Longomba, Usher Raymond, Koffi Olomide, 50 Cent, Ja Rule, Kevin Lyttle, LL Cool J, Akon, Kanye West and T-Pain. They would be joined by the best of the best of Nigerian music superstars. The parade includes P-Square, D Banj, 9ice, Timaya, Face and Olu Maintain amongst others.

According to Ageni Yusuf, Corporate Affairs Adviser, Nigerian Breweries Plc, having consistently entertained Nigerian music fans for the past eight years, Star, is taking the concert a step higher by introducing simultaneous broadcast to ensure that consumers in other regions also feel the excitement. He said security, like other years would be tight and gate fees for the concert have been pegged at N500 only to enable music lovers to share the brighter life with their favourite artistes.

Nelly, in 2000, an unknown rapper from a sleepy Midwestern metropolis stunned the recording industry, selling over a quarter of a million copies of his debut album "Country Grammar" during its first week of release. The spirited rapper from St. Louis, Missouri quickly proved his star potential with follow up singles "E.I" and "Ride Wit Me" on an album that would go on to sell 9million copies.

Out of the gate, the staying power of this breakout artist from the Midwest was underestimated by coastal critics, a naïve assumption that Nelly would easily overcome. Two years later, his sophomore album "Nellyville" established his widespread appeal, selling 6 million albums and earning him two Grammys for the Singles "Hot in Herre" and "Dilemma".

For more information about this show please contact us:

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Nas, son of Jazz musician Olu Dara, beginning with his classic debut, IIImatic in 1994, stood tall for years as one of New York City's leading

rap voices, outspokenly expressing a righteous, self-empowered swagger that endeared him to critics and hip hop purists. Whether proclaiming himself "Nasty Nas" or "Nas Escobar" or "Nastradamus" or "Gods Son", the self appointed King of New York battled numerous adversaries for his position atop the epicentre of East Coast rap, none more challenging than Jay Z, who vied with Nas for the vacated throne left in the wake of the of the Notorious B.I.G's 1997 assassination.

Music fans in Nigeria have been assured by both artistes that they would have the greatest times of their lives as they would be around to thrill them. Sampson Oloche, Senior Brand Manager, Star lager said it can only get better every year.

*"I believe that this years STAR MEGA JAM will be thriving with energy and worthwhile for everyone who comes, the dynamic performance of both Nas and Nelly will catapult this year's event into a new level."*

**SHEILA OKONJI C.E.O OF ZONS (SMJ ARTIST BOOKING AGENT)**

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