

African Bank Limited press release

17 January 2017

African Bank supports local music awards

As part of its evolving culture to inspire, uplift and motivate average South Africans to achieve their true potential, African Bank is proud to be once again be a sponsor at this year's Metro FM Music Awards 2016 (MMA) in the category - Best African pop album.

Commenting on the bank's involvement, Kaibe Mollo, head of marketing at African Bank says, "This is the second year we have been involved with Metro. Our sponsorship is important as it fits into our brand promise of humanity through banking by recognising and acknowledging artists who are uncompromising in their craft, are focused and passionate. We really believe in providing the most conducive environment for both our own people, and the communities we serve, to achieve their true potential. This kind of sponsorship is perfect as it gives us a tangible way to really support local talent and recognise excellence. We so look forward to meeting and interacting with all the finalists in our category."

Ends

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