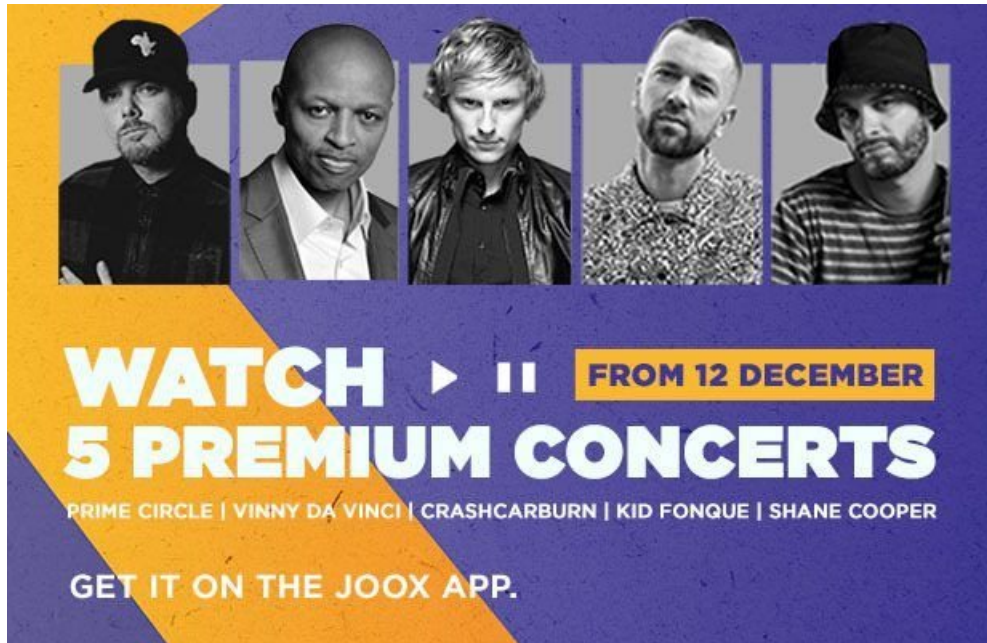


# Joox brings premium entertainment with SA's best artists this festive season

Issued by [Joox](#)

7 Dec 2020

*Plus, Joox VIP users get access to R360 worth of concerts!*



2020 has been a long year – and [music app Joox](#) has made a point of using the time to create change. Joox [paid up-and-coming musicians](#) to perform **live** in the app and featured some of SA's biggest names in its [Big Live concert series](#). In doing so, the app gave fans much-needed entertainment while committing its support to local music.



Jeremy Loops talks headlining a virtual concert & working with Ed Sheeran

Nadim Nyker 8 Oct 2020



It's then with no surprise that Joox is closing off the year in a similar fashion – making available a whopping nine **live** concerts from nine artists to users this festive season. The app is excited about its new offerings – in which all users can continue to expect premium video entertainment.

While supporting local artists, Joox plans on growing its hub of premium video content and aims to be the ultimate source of entertainment for music lovers during the festive season. And while a second wave of the coronavirus looms, it's all the more reason to stick to entertainment from the safety of one's home.

Here's the lowdown on how you can watch the concerts – which include the likes of Prime Circle, Vinny Da Vinci, CrashCarBurn and more!

## Joox 48-hour Music Binge

Joox is kicking off the festive concert lineup with four shows that will be available for 48-hours for free for all app users, regardless of their Joox subscription.

From Friday, 11 December at 6pm to Sunday, 13 December at 6pm, the app will make available four premium concert experiences to all Joox users, valued at R160, for free.

Some of SA's best talent will take centre stage. Concerts by DJs Gina Jeanz, Leighton Moody and Fka Mash as well Rock artist Justin Serrao will all be available to be streamed at any time during the 48-hour Music Binge.

Find out more [here](#).

### **Catch Prime Circle, Kid Fonque, CrashCarBurn and more!**

From Saturday, 12 December 2020 until 31 January 2021, music fans can expect a host of concerts in the Joox app. Concerts from Prime Circle, Kid Fonque, Shane Cooper, Vinny Da Vinci and CrashCarBurn will be available to VIP subscribers.

The available concerts will cross genres and fans of rock, jazz and house have much to look forward to! CrashCarBurn, who formed in London in 2006 are expected to light up the stage with their pop-punk feel. Users can also catch rockers Prime Circle, who have become household names in SA with hits "She Always Gets What She Wants" and "Innocence".

Award-winning jazz bassist, composer and producer Shane Cooper will add to the eclectic mix. Based in Johannesburg, he is part of a new wave of South African jazz artists pushing the genre forward. While producer and radio personality Kid Fonque, who has become a vital part of South African electronic music and club culture over the last 20 years, will bring a set to remember.

Over lockdown, Kid Fonque committed to releasing new music every week. "The hardest thing about being in lockdown as a DJ was not being able to gig," he told Joox. "But fortunately, I've got two record labels, which kept me very busy over lockdown and I committed to releasing a single every Friday. I've reaped the rewards now and we've grown the following over lockdown for my label Stay True Sounds."

Last but certainly not least, legendary House DJ Vinny Da Vinci, who has brought SA three decades of House excellence, promises to bring a rich and exciting concert to fans.

The shows, valued at R200 in total, can be accessed in the app at any time during the stated period. Get access when you sign up to Joox VIP [here](#), from as little as R23,99!

### **Joox wants to work with brands**

2020 has been a trying year, with a need for partnerships and innovations. In such a tumultuous economic period, Joox has thrived while partnering with some of the country's biggest brands to ensure its users value-added experiences.

In 2021, Joox is looking to continue to work with SA's best. If your brand would like to work with Joox, who is at the forefront of South African music, please get in touch.

Contact Nadim Nyker at [nadim@tencent.co.za](mailto:nadim@tencent.co.za)

### **Join Joox - Music's Biggest Fans**

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