



**FOR IMMEDIATE RELEASE**  
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**MEDIA ADVISORY**

**ELECTRIFYING RAPPER LUDACRIS HEADLINING  
"SUMMER VIBES TOUR 2003" LINE-UP**

**WHO:** Atlanta-based rapper, Ludacris, was the first artist signed to the spin-off record label, Def Jam Recordings. Recently starring in the movie, *The Fast and Furious*, Ludacris has taken the rap world by storm with his top singles: "Rollout (My Business)," "Area Codes" (Featuring Nate Dogg) and "Act a Fool." His single "Stand Up" is currently #1 on the Billboard Music Charts.

**WHAT:** Ludacris is just one artist who is slated to perform during "Summer Vibes Tour 2003," the first in a series of seasonal events produced by BDC Entertainment and Cachet Communications. This unique event is a three-city concert festival throughout South Africa that will showcase the hottest international and local artists and entertainers. This event will provide the opportunity to view new music videos and enjoy music performed by top local and international artists.

**WHEN:** Friday, December 12<sup>th</sup> Johannesburg, South Africa  
Sunday, December 14<sup>th</sup> Durban, South Africa  
Tuesday, December 16<sup>th</sup> Cape Town, South Africa

**WHERE:** Dome @ Northgate in Johannesburg, South Africa  
ABSA Stadium in Durban, South Africa  
Green Point Stadium in Cape Town, South Africa

**BACKGROUND:** With a focus on public relations, event planning and celebrity management, BDC Entertainment, a US-based entertainment and promotions company, specializes in providing quality entertainment events and promotional opportunities.

Cachet Communications is a South African-based public relations company that provides communications services for special events such as musical concerts, comedy shows, international films, fashion shows and sporting exhibitions.

The collaboration between BDC Entertainment and Cachet Communications was formed to bring the hottest new international artists and entertainers to Africa and other international locations using a wide spectrum of formats and genres.

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