

Walt Disney World

presents



A Z U A A H

**AFRICANA**

**IS**

**a band rooted in the soil**

**of**

**AFRICA**

**NINE SENSATIONAL MUSICIANS**

**487 1800**

INTRODUCING A Z U M A H  
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AZUMAH means LOVE

You may have heard of AZUMAH.

We strongly doubt that you have HEARD AZUMAH!

We doubt it because if you had, you would have wanted to contract the group on the spot, for INTERNATIONAL RELEASE.

AZUMAH is one of South Africa's best kept secrets.

AZUMAH'S TIME HAS COME!

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If you think we are exaggerating, please give this cassette a listen. This is accoustic African music at its best. We have all started to forget the source of all those funky sampled percussion sounds which abound in the plastic music of the midi studio. We plead guilty ourselves to the commercial shortcuts.

AND THEN CAME AZUMAH.

Back to the roots, but as creative as only good old human skill and talent can be. Nine people who play together like a finely honed orchestra, who perform live the way they sound on tape, who work day in and day out on their repertoire and their sound.

The group is together, disciplined, professional, polished, inventive, and exciting to watch and hear. We believe that their recordings will find a market notch all their own. That is why we are ready to press an album NOW.

THE MARKETING STRATEGY  
Our Thoughts

We are going out to get engagements for the group, because we believe that they should be working regularly, in a suitable environment, and selling their talent in the best market. That market is NOT a pop, flash-in-the-pan racking operation. We believe that it will take a while to build a cult-following, but Azumah will sell records steadily, and to a wider range of buyers than the average Black release.

We are not looking at 200 000 in a month- not this month or next. We are looking at building a reputation and a following over a year or more, selling a steady stream of records along the way, at live shows, festivals, and through promotional appearances.



