

African Bank celebrates heritage by partnering with the Joyous Easter Megafest

As bank for the people, African Bank is one of the proud brand partners of the upcoming Joyous Easter Megafest!

In what promises to be an Easter weekend like no other, MTN Joyous Celebration will celebrate 27 years of delighting fans across the country with the release of their 27th album at the Joyous Easter Megafest, to be held at the Durban ICC Arena.

“Our passion as African Bank is to celebrate South Africans from all walks of life. The history of the choir, a group founded to celebrate the political change in our nation, resonates strongly with our own heritage as a bank for the people, by the people, serving the people,” says Sbusiso Kumalo, Chief Marketing Officer at African Bank.

“Just like MTN Joyous Celebration, African Bank was born from a desire to see a more just society. Through a combination of audacity and perseverance, we both have managed to thrive in tough industries, a demonstration that dreams are possible when you place trust in the right hands.”

The Joyous Easter Megafest will be held over three days at the Durban ICC over the Easter weekend. Music lovers and gospel fans will be spoilt for choice in a jam-packed extravaganza. Good Friday launches the album “Joyous Celebration 27” (April 7 at 6.45pm), followed by a “Gospel meets Soul & Jazz” Supper Club on Saturday (April 8 at 6.30pm), and culminating in “Joyous & Friends” on Easter Sunday (April 9 at 5.15pm). Tickets can be purchased from Webtickets.

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