



Permanent Mission of the Republic of Sierra Leone to the United Nations

NOTE TO THE MEDIA

Sierra Leone Wraps Up UNSC Presidency with “A Taste of Sierra Leone” and Peace Concert at the United Nations

New York, August 30th, 2024- The Permanent Mission of the Republic of Sierra Leone to the United Nations is delighted to announce two special events marking the conclusion of Sierra Leone’s Presidency of the United Nations Security Council in August 2024. These events will celebrate Sierra Leone's rich culture and its dedication to global peace and unity.

Event Overview:

1. A Taste of Sierra Leone:

Date: Friday, August 30th, 2024

Time: 1:00 PM to 4:00 PM

Location: UN Headquarters North Lawn, 46th Street and 1st Avenue, New York, NY

Description: A food-tasting event showcasing the best of Sierra Leonean cuisine. Attendees will have the opportunity to experience the unique flavors and culinary traditions of Sierra Leone.

2. Sierra Leone Peace Concert:

Date: Friday, August 30th, 2024

Time: 6:00 PM to 9:00 PM

Location: UN Headquarters North Lawn, 46th Street and 1st Avenue, New York, NY

Description: A spirited concert featuring performances by leading Sierra Leonean artists, celebrating peace through music and fashion. The event will include a fashion show featuring global fashion brands from Sierra Leone and live performances by artists such as Kao Denero, Famous, Star Zee, Drizilik, Collins Pratt (De Champ), Star Zee, Telem Uncommon Sounds, Freetown Uncut Band, Rozzy Sokota, I-Tribe, Shady Baby, and DJ Rampage and others. The concert aims to highlight Sierra Leone’s commitment to peace and cultural diplomacy.

Special Guests and Dignitaries:

Permanent Representatives of UN Member States, delegates and other guests have been invited.

Media Coverage:

Members of the media are invited to cover both "A Taste of Sierra Leone" and the Peace Concert. These events will provide unique insights into Sierra Leone's cultural diplomacy and its contributions to global peace initiatives.

About The Artists:

Collins Pratt

Collins Brian Ade Pratt, a.k.a 'De Champ' has been in the music industry for four decades. The sounds of his musical instruments have resounded in scores of churches and community halls, crossing continents as well as popular, dance music, and highlife genres. His second album, which included popular tracks like *We nor tire* took the Sierra Leonean diaspora by storm and led to tours in the UK, the USA, Sierra Leone, and a total of 14 albums to date.

In 1998, De champ recorded his first gospel album entitled, *E go well with di Righteous*,

Collins has also produced music for folk and pop stars like Bunny Mack (*Let Me Love You*) and SE Rogie (*My Lovely Elizabeth*); King Masco and John Gbla.

Collins produced, arranged and recorded the hit song *We lek we Salone* with Bunny Mack (writer) and King Masco.

With this experience under his belt, he was able to start the Dechamp Music Academy in Camberwell, London in 2007 teaching young, gifted and talented musicians. In recent years, he has made strides to help children and adults in Sierra Leone achieve their goals through a Music Academy, which offers skills training and education.

A recipient of no less than 12 awards and globally recognized certificates, the addition of a British Empire Medal (BEM) in the 2019 New Year Honors means Collins is the winner of the highest accolade ever given to a musician of Sierra Leonean descent.

Drizilik

With over seven million streams, an award-winning debut album, and sold out concerts, Drizilik, real name Benjamin Menalik George, is the breakout star of Freetown's music revival scene which is a fusion of Sierra Leonean goombay, bubu, and milo jazz, with hip-hop and afrobeat. His skillful songwriting, catchy one-liners, and deep cultural metaphors on his 10-track Album of the Year winning Shukubly record, earned him the moniker of Sierra Leone's **king of new school music**. Drizilik's range and inimitable delivery both as a rapper and singer have led to back-to-back hit singles and collaborations including 'Shukubly', 'Move Right' with BAFTA winner Big Zuu, and the grimey classic 'Di Mammy Im Moni Fo Komot'. The 2021 MTV Africa Music Award 'Listener's Choice' Nominee has rocked stages from Freetown, Lagos, to London; including Madengn Festival, Fashion Week for Labrum, Youtube's Africa Day Concert, Sierra Leone & Gambia Music Festival, and Hull City's Freedom Festival.

DJ Rampage

Reginald "DJ Rampage" Daramy, a multi-instrumentalist, producer, and disk jockey.

Famous

Frederick Dapaye Peters, known professionally as Famous, is a versatile artist blending highlife and hip-hop influences. With five studio albums under his belt, including the award-winning “Noto Alman Go Lek U,” Famous has solidified his status as a trailblazer in the music scene. Honoured as the 2012 All Works of Life (AWOL) Artist of the Year, he continues to leave an indelible mark on the industry under the banner of Forensic Records.

The chart topping hit maker behind "Sebeh - Na For Luk Unda U Foot", "Love Tite", "Ar Nor Know", "Tell Me" and “Brighter Future” continues to thrill Sierra Leonean audiences both at home and abroad.

Freetown Uncut Band

Freetown Uncut Band is a multi-instrumental, multi-talented group of musicians who arrange, produce and make music with the goal of changing the narrative of music in Sierra Leone and Africa. With a versatility that ranges from hip hop to R&B to afrobeat to gospel and more, they are known for their own original compositions and backing some of the biggest names in Sierra Leonean music today.

I-Tribe

I-Tribe, real name Leonard Massaquoi, is a talented singer, song writer, composer, performer and entertainer. He represented Sierra Leone at Project Fame West Africa in Nigeria in 2013. This new school vocalist has taken the music industry by storm with his chart-topping 2023 hit, “Nobody. He is also well-known for successful collaborations with Rozzy Sokota with lyrics narrating the trials, tribulations and strength of romantic relationships.

Kao Denero

Amara Dennis Turay, popularly known as Kao Denero, is a young Sierra-Leonean rap artist and songwriter. He is also the founder of Black Leo Entertainment, his music outfit which has more than a hundred recorded songs to it.

Kao Denero, currently regarded as a successful rap artist in Sierra Leone, released his first album in 2003 called Black Leo 4 Life. However, he came into the limelight after his second album called Stories From Freetown, where he featured Big Joe in a very popular track; Emonah, bagging him an award at the Premier Music Awards. In 2009, he won an SLMTV Music Award in Maryland, U.S. He was also nominated in the ‘African Rapper of the Year’ category by the 256 HipHop Awards in 2020. Kao Denero recently won the African entertainment award as the best hip-hop artist of the year in 2021. And boasts collaborations with Grammy winning acts like Shaba Ranks, Ghana’s Sarkodie, Nigeria’s Runtown as well as well, Jamaica’s dancehall guru, Busy Signal...

In March 2021, Kao Denero was appointed as the first Ambassador of Entertainment and Investment by H.E President Rtd Brig Julius Maada Bio.

Rozzy Sokota

Rozzy Sokota, real name Rosemarie Baryoh, is a versatile and well known R&B and afrobeats singer and songwriter.

Her first album titled “Victory is Mine”, was a 13-track all gospel songs. From singing gospel she moved on to secular songs and her signature voice has seen her rise through the ranks to the position of top female vocalist in Sierra Leone representing several corporate brands.

Star Zee

Multi-talented award-winning hip-hop and dancehall artist, Star Zee, born Linda Samai. Star Zee enrolled in various performing arts groups and was first exposed to the music industry at the age of 14 when she joined Stress Inc Records, later forming part of an all-female group called L.D.O (Ladies Day Out). After much success with LD.O she went solo in 2003 and hasn't looked back.

Since the launch of her solo career, Star Zee has released five albums, the last of which is titled “Collabo.” She has been on tour in the United Kingdom, and Australia, and performs regularly with other artists from her country and outside its shores, including a performance with Nigerian star Patoranking. Star Zee recently collaborated with international dancehall heavyweight, Stonebwoy, which earned her an award for “Best Collaboration of the Year.”

Shady Baby

Renowned entertainer Shadrack, affectionately known as Shady Baby. With a career spanning back to 2004, Shady Baby has long been celebrated for his exceptional musical talent and electrifying stage presence.

Known for his infectious energy and chart-topping hits like ‘Nor Go Taya’ and Me Yone Style”, Shady Baby’s earlier works established him as a force to be reckoned with in the entertainment industry.

Telem Uncommon Sounds

Nurturing an open and experimental creative community in Freetown, Sierra Leone, Telem Uncommon Sounds is an 8-piece band that seeks to bring about a brilliant new era in music in Sierra Leone. Founded by three local singer-songwriters and working with a team of extended musicians and performing artists, Telem offers training in songwriting and music production, stages concerts and other live events, and works to develop the vibrant Sierra Leone music ecosystem. The global culture craves what Africa has to offer, and Telem wants to help put Sierra Leonean musicians at the forefront of that demand.

About The Food

Ka-Thorma- Let's Eat

A full-service luxury catering company that specializes in Sierra Leonean and Afro-Western cuisine.

The Kona

The Kona is a sanctuary of chill vibes and unbridled joy, blending the rich tapestry of African culture with modern-day allure set in the heart of Freetown. Street-food elevated.

About the Fashion

Labrum

Labrum's founder, Foday Dumbuya, is the first ever designer spotlighted in Bloomberg's 'Industry Shakers' - a segment providing a platform for innovators to share their unique narratives. He was born in Sierra Leone, spent his formative years in Cyprus and moved to London when he was 12. His designs refresh classic tailoring for a new generation with colorful patterns. *"I love British tailoring, and I love West Africa flair,"* he says. *"I love telling stories on textiles."* He's also become a go-to designer for the creation of sports jerseys. He recently collaborated with Adidas for Sierra Leone's official Olympic kit for Paris 2024 and for the away kit of (English Premier League football club) Arsenal 2024/2025.

Izelia

Izelia is the creation of talented designer Isatu Harrison, who draws on her Sierra Leonean heritage to create a modern and sophisticated range of ready to wear pieces. Combining African wax prints with contemporary cuts, Izelia is a brand for those who want to make an impression in stylish and colourful outfits with high quality fabrics and precise tailoring. With African-influenced fashion taking Europe's fashion capitals by storm, Izelia is bringing striking and sexy African prints to the high street, allowing the style conscious to sprinkle their wardrobe with up-to-the-minute multi-ethnic flair.

Mumini Fashion Empire

The brain-child of Abdel Mumini, Mumini operates with the conviction that high end bespoke suit tailoring should be accessible to all. Mumini Fashion Empire offers modern African tailoring delivered with a personal touch.

Art Of Gold by Riri

In 2015, Rita Ukhuegbe became the first Sierra Leonean to bring professional Makeup Training Artistry to Freetown, Sierra Leone. Rita has successfully propelled 'ArtofGoldbyRiri' in both Sierra Leone and Nigeria. It is now one of the biggest Makeup Studio's with an in-house training center, empowering young people with profitable skills.

Sama Kai

Sama Sundifu is a Sierra Leonean London-based photographer who is known for his unfiltered image making. His work pivots on society & celebrities and their lives with imagery honest to the pulse of life.

With a particular focus on editorial, press and documentary projects, he adeptly jumps between these forms of photography. His goal is to capture the Black experience in its totality. His images are therefore nuanced and multifaceted, capturing joy, pain, triumph and everything in between.

The Models

Enid Boston

Salon Sahid Kamara
Dilys Kelvina George
Ibrahim Williams
Isaac Bayoh
Tanaye White
Ibrahim Timbo
Praise Levy
Jessica Lamboi
Hussinatu

[This note, as well as other documents to be issued by the Permanent Mission of Sierra Leone to the United Nations in New York during the month of August 2024, is available in the two working languages of the United Nations, English and French.]

For further information, please contact:

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