



## “SHUGA” DRAMA SERIES LAYS BARE THEMES OF LOVE, LOSS, DESPAIR & HOPE AMONG CONTEMPORARY AFRICAN YOUTH

**\*\*RED CARPET PREMIERE IN NAIROBI 10 FEBRUARY\*\***

**Nairobi/Lagos, 24 January 2012:** Living with HIV, stigma, rape and high risk sexual behaviours are just some of the important topics covered in the second series of **Shuga (Shuga: Love, Sex, Money)**, the new six-part drama series about sex-and-relationships amongst contemporary African youth.

The red carpet premiere of **Shuga: Love, Sex & Money** will take place in Nairobi on 10 February 2012.

Produced by MTV Networks Africa in association with **The MTV Staying Alive Foundation**, **PEPFAR** and the **Partnership for an HIV-Free Generation** (HFG) and the **Government of Kenya**, **Shuga: Love, Sex, Money** is part of a ground-breaking multimedia campaign conceived to spread the message about responsible sexual behaviour and tolerance. The initiative, which was warmly embraced by youth when **Shuga** first aired in 2009, is funded extensively by the U.S. Government through PEPFAR.

A brutally honest account of emotional relationships among Kenyan youth, **Shuga: Love, Sex, Money** – is set to air on TV screens across Africa from 14 February 2012 (21:30 CAT, MTV Base, DSTV Channel 322).

Kenyan actress Nancy Wanjiku Karanja, 24, features in a controversial storyline about rape in which her character **Baby** is attacked by a trusted older relative, while real-life Kenyan musician Avril (**Miss B'have**) appears as part of a heart-breaking love triangle involving **Dala** (Brenda Wairimu) and **Leo** (Nick Mutuma). **Kipepeo** (Shireen) plays a young singer from Malindi who - finding herself adrift in the city - decides to use her physical charms to further her career. Other actors involved in the heartfelt drama include Sharon Olago (**Violet**), David Omwange (**Skola**), Antony Mwangi (**Kennedy**), Valerie Kimani (**Sindi**), Nick Ndeda (**Angelo**), Edward Nyanaro (**Rayban**), Christopher Otieno (**Slim**) and Wairugi Mutero (**Njoki**). Nigerian artists Banky W and WizKid both play themselves in the series, performing during emotionally hard-hitting club scenes while Kenya-based Nigerian musician Ikubese Emmanuel - a.k.a. 9con – plays the role of **Femi**.



Minutely researched, beautifully acted and with stunning cinematography, **Shuga: Love, Sex, Money** is directed by veteran South African directors Teboho Mahlatsi and Angus Gibson (The Bomb Shelter), working with Kenyan director Lupita Nyong'o, who also plays a cameo as **Ayira** in the series.

**Shuga: Love, Sex, Money** was filmed on location in Nairobi and Malindi during August - September 2011. The series will be offered rights-free to other broadcasters around the world in order to spread its message about responsible sexual behaviour and tolerance.

**Shuga: Love, Sex, Money** airs on MTV Base (DStv Channel 322) from Tuesday 14 February 2012 (20:30 WAT/21:30 CAT/22:30 EAT, MTV Base, DSTV Channel 322). The series will be followed by a half-hour discussion programme featuring cast, healthcare experts and viewers on Tuesday 27 March 2012.

For more information about **Shuga: Love, Sex, Money** log onto [www.shuga.tv](http://www.shuga.tv) or [www.g-pange.com](http://www.g-pange.com).

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For further information, interviews or imagery, please contact:

Alison Reid  
Director of Communications  
MTV Networks Africa  
T +33 385 30 0636  
M +33 609 685 861  
Email: [alison.reid@vimn.com](mailto:alison.reid@vimn.com)

Rose Thuo  
Communication Manager  
Partnership for an HIV-Free Generation  
+254 20 235 1836/9  
+254 712 990 873  
[rthuo@hivfreegeneration.org](mailto:rthuo@hivfreegeneration.org)

#### **ABOUT SHUGA**

The first series of **Shuga** aired in November 2009, subsequently reaching viewers in 48 countries in sub-Saharan Africa and more than 70 TV stations worldwide. Research conducted by Johns Hopkins University/Centre for Communications Programs in Kenya following the airing of Shuga (series I) reported increased intentions for HIV testing, decreased intentions for multiple sex partners, improved attitudes towards people living with HIV and AIDS and increased usage of accessible health and social services among the youth.

The global success of **Shuga** as a vehicle for HIV and AIDS messaging for youth consumption was undeniable. In May 2010, **Shuga** won a prestigious Gold award at the World Media Festival in Hamburg, Germany in the "**Public Relations: Health**" category, for its vivid and uncompromising focus on love, emotions and sexual behaviour amongst Kenyan youth.

#### **ABOUT THE STAYING ALIVE FOUNDATION**

In 1998, MTV launched the Staying Alive campaign, which is today the world's largest, youth focused, HIV & AIDS prevention mass media campaign. Following the success of the campaign, the Staying Alive Foundation was launched in 2004 by MTV as a public charity to support young people engaged in grassroots HIV and AIDS prevention projects to take forward and expand the work of the Staying Alive campaign. Learn more about the MTV Staying Alive campaign and the Staying Alive Foundation at [www.stayingalivefoundation.org](http://www.stayingalivefoundation.org).



### **ABOUT MTV NETWORKS AFRICA**

MTV Networks Africa is the pan-African business operation of global multiplatform entertainment powerhouse, MTV. The network distributes and markets five separate kids, youth and entertainment brands in sub-Saharan Africa including MTV, VH1, Nickelodeon, MTV Base and Comedy Central. Find out more about MTV Base at [www.mtvbase.com](http://www.mtvbase.com).

### **ABOUT PEPFAR**

The U.S. President's Emergency Plan for AIDS Relief (PEPFAR) is the U.S. Government initiative to help save the lives of those suffering from HIV/AIDS around the world. This historic commitment is the largest by any nation to combat a single disease internationally, and PEPFAR investments also help alleviate suffering from other diseases across the global health spectrum. PEPFAR is driven by a shared responsibility among donor and partner nations and others to make smart investments to save lives. **Learn more at [www.pepfar.gov](http://www.pepfar.gov).**


### **ABOUT HFG**

The Partnership for an HIV-Free Generation (HFG) is an innovative public-private partnership that leverages the core competencies of the private sector to enhance the U.S. President's Emergency Plan for AIDS Relief's (PEPFAR) youth-focused HIV prevention programming in severely impacted countries.

Managed by the U.S. Agency for International Development (USAID), HFG Kenya helps accelerate the Government of Kenya's (GoK) HIV Prevention strategy by revolutionizing HIV prevention interventions and combining the core competencies of the private sector with technical expertise of Government and development partners in the creation and expansion of innovative and effective youth. HFG Kenya's **vision** is to inspire and provide opportunities for Kenyan youth to live healthy and productive lives and to contribute to the realization of **a generation free from HIV**.

**Join the partnership [www.hivfreegeneration.org](http://www.hivfreegeneration.org).**

### **ABOUT PANGE**

** PANGE** calls upon youth individually and collectively to take charge and be active in protecting their health, lives and destinies by leveraging information, education, life skills economic opportunities and resources available to them.

The hip, action-oriented brand has five pillars:-

- **G-Jue:** encourages youth to know their HIV status & that of their partner
- **G-Fahamishe:** persuades youth to increase their knowledge and understanding, pursue information, develop skills
- **G-Inue:** endorses the importance of youth engaging in economic opportunities, skill development & entrepreneurial skills
- **G-Amini:** underscores the importance of building self-esteem and assertiveness to overcome peer pressure and make smart choices, enhance family and community efficacy
- **G-Kinge:** a call to action for the youth to protect themselves from infection by avoiding risky behaviour and adopting safer sex practices

**Join the movement [www.g-pange.com](http://www.g-pange.com)**