

# Superbalist announced as headline sponsor of In The City

Joburg festival In the City and online retailer Superbalist.com have joined forces to bring out Superbalist In the City. This year's festival takes place over three days across three different venues as a full weekend city takeover.



Superbalist will ensure that all ticket holders have no excuses not to look fresh at #SITC2016 by giving every Superbalist In The City ticket holder a Superbalist voucher that can be redeemed online.

Adding to the line-up of Foster The People and Eats Everything, is London's multi-vocalist, beatboxer and live loop master, Beardyman. Known as the 'king of sound, ruler of beats and destroyer of dance-floors', Beardyman has won the UK Beatboxing championships twice.

## Totally different vibe

Each of the three events that make up the weekend takeover have a totally different vibe, from electronic on the Friday night, to urban, hip hop and house on the Saturday, to indie-rock on the Sunday. The line-up announcements aren't even close to finished yet, so you can look forward to all sorts of surprises. Follow Superbalist In The City on social media to see who's announced next.

"Superbalist.com is proud to present In the City as it's Jozi's highlight on the music festival calendar," commented Superbalist's Klyne Maharaj. "The partnership comes as no surprise considering both Superbalist.com and In The City strive to bring SA's youths a blend of the latest fashion, music and youth culture. We can't wait to take over Jozi and bring you their biggest and best festival yet!"

Buy tickets at <http://bit.ly/ITCWeekend>.

Dates: 7 to 9 October 2016

Website: [www.inthecity.co.za](http://www.inthecity.co.za)

Facebook: [www.facebook.com/InTheCityJHB](http://www.facebook.com/InTheCityJHB)

Twitter: [@InTheCityJHB](https://twitter.com/InTheCityJHB)

Instagram: [@InTheCityJHB](https://www.instagram.com/InTheCityJHB)

Hashtags: #SxITC2016 #BraamBeachParty

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