

Sing 'it lyric writing competition is back

The third Sanlam Sing 'it lyric writing competition has opened for entries with MTV as an official media partner. Entries close 30 September 2013.

The competition invites South Africans, aged 18 years and older with a passion for song writing, to submit their lyrics to win R50,000.



Winning lyricists will get the opportunity to see their lyrics turned into a song and music video that will be launched exclusively on MTV.

This year four top local artists/bands who will do the judging and each will compose a song from their chosen lyrics. They are AKA, BlackByrd, Straatligkinders and The Soil.

"As MTV continues to increase its focus on contemporary local musicians and repertoire, we are delighted to partner with Sanlam on this exciting project that encourages young people to develop their lyric writing ability while connecting them with some of South Africa's finest music talent," commented Alex Okosi, senior VP and MD, Viacom International Media Networks Africa.

Showcasing local talent

The competition is more than an opportunity for amateur lyricists to highlight their work, it aims to facilitate a process by which lyricists can join the greater South African music industry. As organisers of the competition and one of South Africa's foremost online communities, LitNet aims to voice South African music culture through giving writers an opportunity to let their words live.

The competition is one of Sanlam's many projects that provide a platform for local talent to be showcased. "The company prides itself in supporting local talent, hence our sponsorship of various cultural initiatives," says André Kearns, sponsorship manager at Sanlam.

"We are looking forward to yet another successful year and seeing some unique collaborations happen between these passionate lyricists and the participating artists," adds LitNet's Sing 'it project manager, Chrizane van Zyl.

For more information, go to www.singit.co.za or visit the Facebook page [Sing 'it](#).