

UMP FESTIVAL SPECIAL EDITION

# ROOTS

AUGUST | SEPTEMBER 2024

ISSUE 11

## FOR THE LOVE OF UMP FESTIVAL

CELEBRATING CULTURE  
MISS UMP COMPETITION  
FASHION AND FILM



## NIGERIAN TO HEADLINE UMP FESTIVAL

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# Editor's Note

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Dear readers,

Welcome to the special edition of Roots Magazine dedicated to the UMP Festival! In this issue, you'll discover important topics and exciting events that capture the spirit of the festival. At Roots Magazine, we are committed to delivering unbiased and insightful information from around the globe. Our team has worked tirelessly to curate a diverse array of stories to entertain, inform, and inspire you. We extend our heartfelt appreciation to both the UMP team and the Roots Magazine crew for their outstanding contributions on both local and international stages.

We are also excited to offer young voices the opportunity to share their ideas and articles with us, for a chance to be featured in upcoming editions of Roots. Your perspectives matter, and we welcome your contributions.

Thank you for taking the time to read this letter. We hope to hear from you soon and trust that you will continue to find Roots Magazine informative and engaging in all your future endeavors.

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# ROOTS

## M A G A Z I N E

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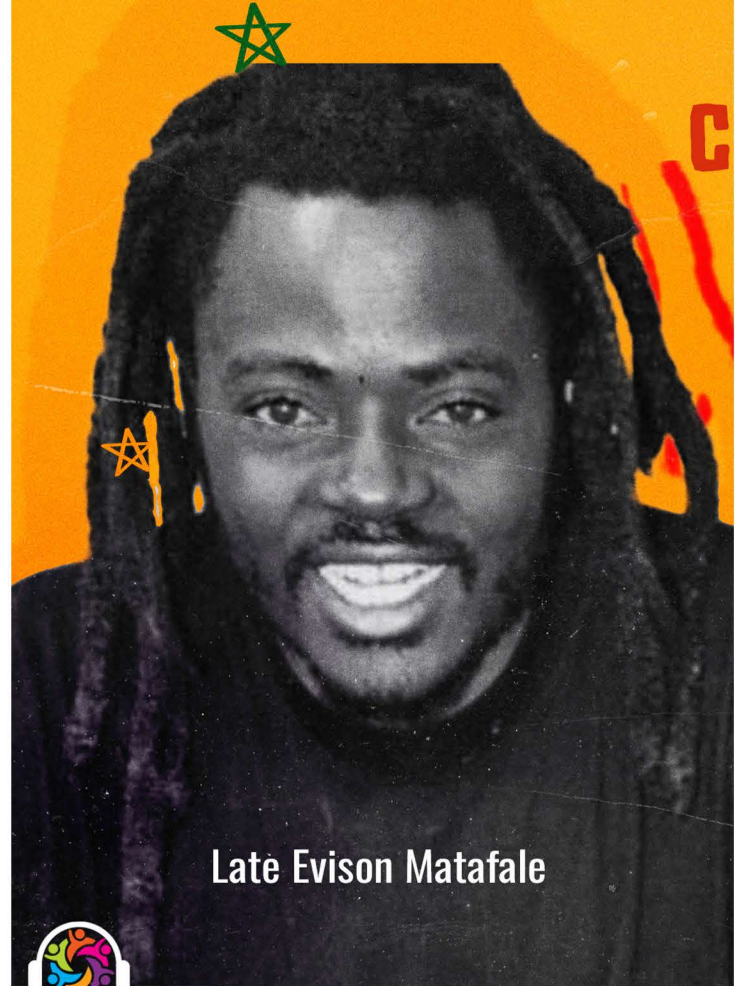
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Late Evison Matafale the Reggae prophet

# CON- TENT





CHITOLIRO PRODUCTIONZ  
PRESENTS

OCTOBER  
25-28  
2024



CAPE MACLEAR  
MANGOCHI

*The*  
**EVOLUTION**



*International Acts:*

**DEEP LONDON  
NAIMAH  
ONESIMUS**



*Activities*

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Roots Magazine Africa is thrilled to announce that Nigerian sensation Magixx will be headlining this year's UMP Evolution Festival, a major highlight for fans and music lovers across the continent.





## • COVER STORY •

### Magixx to Headline UMPFest: What to Expect from the Nigerian Star

By Shane Kondowe



**R**oots Magazine Africa is thrilled to announce that Nigerian sensation Magixx will be headlining this year's UMP Evolution Festival, a major highlight for fans and music lovers across the continent.

As a rising star in the Afrobeat scene, Magixx has already made significant waves with his unique sound, blending smooth vocals with catchy, vibrant beats.

#### Background & Achievements

Magixx, signed to Mavin Records, one of the top music labels in Africa, burst onto the music scene with his self-titled EP in 2021. Known for his soulful voice and eclectic style, Magixx's music effortlessly bridges different genres, from Afrobeat to R&B. His hit singles like Love Don't Cost A Dime and Shaye have earned him both local and international acclaim, making him one of the most promising young talents out of Nigeria.

His rise to stardom has been nothing short of remarkable, with his music gaining widespread recognition across Africa and beyond. He has collaborated with some of the biggest names in the

industry, showcasing his versatility and ability to hold his own among more established artists.

#### What to Expect at UMPFest

As Magixx takes the stage at the UMP Evolution Festival, attendees can expect an electrifying performance filled with energy, rhythm, and soulful melodies. Known for his ability to engage with the crowd and deliver an unforgettable show, Magixx is set to leave a lasting impression on the UMPFest audience.

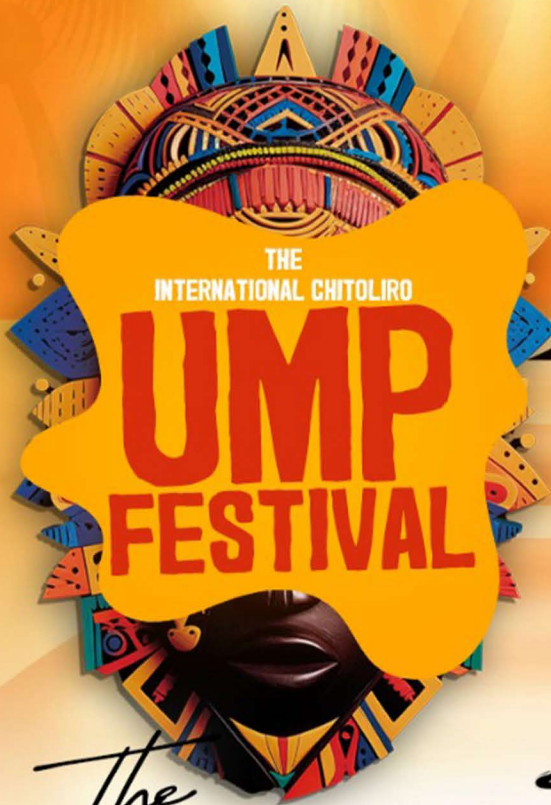
Beyond the music, his presence at the festival is a testament to the growing influence of Afrobeat across the globe, and his performance will undoubtedly bring a fresh, international flavor to the event.

With Magixx headlining, UMPFest promises to be an unforgettable experience that will solidify its place as one of the top music festivals in Africa. Fans should be ready for a high-energy set, featuring all of Magixx's hits and perhaps even a few surprises.

This October, get ready to experience the magic of Magixx live on stage at UMP Evolution Festival!



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MAGAZINE



# Beyond the Beats

UMP Festival's Fine Arts Spectacle  
By Chikumbutso Gasper Willard

Marie Thom



This year's UMP Evolution Festival isn't just about electrifying musical performances it's also set to dazzle with an immersive Fine Arts Exhibition. Located at Fat Monkeys, this segment will feature a dedicated stage where attendees can explore a vibrant array of sculptures, paintings, drawings, digital arts, and mixed media creations.

Marie Thom, the publicist for Chitoliro Productionz, shared her excitement about this addition, emphasizing the festival's commitment to celebrating diverse forms of creativity.

"We are thrilled to announce the Fine Arts Exhibition at this year's UMP Festival, showcasing the incredible talent of both local and international artists," she said.

Headlining the Fine Arts Segment are two towering figures in the art world: contemporary artist Elson Kumbalu and the distinguished sculptor and painter Eva Chikabadwa. Their works will be complemented by the eco-friendly creations of Zambian international artist Kwandu Muama, known for transforming discarded items into artistic treasures.

Other noteworthy artists such as Helix Khuleya and Nandimba will also display their works.

In a quest to delve deeper into what makes this Fine Arts Exhibition stand out, I caught up with some of the headliners.

Self-taught artist Elson Kumbalu, who operates from both Capetown and Lilongwe, started painting after earning his business degree from the University of Business and Applied Sciences (MUBAS). Since fully committing to the fine arts in 2005, his style has continually evolved, driven by the diverse possibilities that art offers.



He's set to unveil her latest series at the festival, focusing on the theme "Opulence," which explores the complex relationship between contemporary communities, brands, and the glaring inequalities that persist in our world.

"I'm currently working from my home studio, preparing ten new artworks that will be on display at the festival," Kumbalu revealed.

Switching focus, I chatted with Eva Chikabadwa, who has been exhibiting her sculptures and paintings since 2002 across Malawi, China, Austria, Egypt, and the United States.

Now a lecturer at the Malawi University of Science and Technology (MUST), she's preparing to showcase pieces that emphasize visual literacy and self-expression, developed in collaboration with her students.

"This year's UMP Evolution Festival, particularly the Fine Arts Segment, will be a marvel. My students and I are crafting pieces that engage and provoke thought, ensuring a contribution to the festival that resonates with attendees," Chikabadwa shared.

The international flair continues with Kwandu Muama, an eco-artist from Zambia who bridges art and sustainability. Muama is carefully curating pieces that reflect her commitment to environmental consciousness and artistic expression.

"I'm also researching the local art scene in Malawi to better understand the audience's preferences and cultural context. Additionally, I'm working on perfecting my presentation and storytelling to effectively communicate the message behind each piece," she hinted.

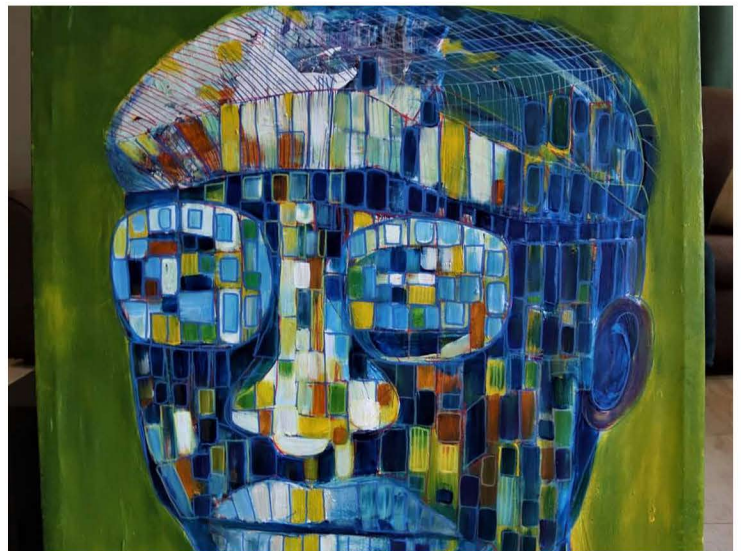
Adding even more depth to the exhibition, works by artists from the Visual Arts Association of Malawi, students from MUST and UNIMA, and local artisans from Cape Maclear and Monkeybay will also be on display.

Attendees can look forward to interactive experiences like Sip and Paint, making this Fine Arts Segment a must-see at the festival.

From what I've gathered, this promises to be one of the festival's standout segments—a perfect blend of fun, knowledge sharing, and artistic brilliance



Elson Kumbali



Art by Eva Chikabadwa



Eva Chikabadwa



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# INTRODUCING VIP *Site*

OCTOBER  
25-28  
2024

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# • SPOTLIGHT •

## Deep London

The UMP Festival 2024 will showcase a rich lineup of talent, with Deep London, a musician and producer from South Africa, among the stars set to shine brightest. Deep London, born Lita Kupela, has captivated audiences with his journey from the streets of East London (Emonti), South Africa, to the top of the Amapiano charts. His inclusion as an international act at the UMP Festival reflects his growing influence beyond his homeland.

By Precious Diason







## Deep London: Rising Amapiano Star to Shine at UMP Festival 2024

Deep London's story is one of perseverance, passion, and an unbreakable connection to music. Growing up in East London, South Africa, Lita Kupela was immersed in local sounds, shaping his deep love for

rhythm, beats, and melodies. Though he's now recognized for his expertise in Amapiano, his musical roots run far deeper, encompassing various genres. Early on, he began experimenting with music production, drawing inspiration from his surroundings and cultural heritage.

Before making his national breakthrough, Deep London built his skills through music competitions and small gigs, working tirelessly to make his mark. His debut single in 2017,

### Amapiano and the Rise to Stardom

In recent years, Deep London has embraced the Amapiano genre, a movement that has swept through South Africa and the world. Known for its blend of deep house influences, smooth piano melodies, and infectious rhythms, Amapiano was a natural fit for Deep London as his sound evolved. His breakthrough came with the release of *Hamba Wena*, a collaboration with the talented vocalist Boohle. The track quickly went viral, not only in South Africa but across the continent, amassing over a million views on YouTube.

With *Hamba Wena*, Deep London solidified his status as an Amapiano star, propelling him into a new chapter of his career. His attention to detail, blending traditional South African sounds with global influences, has set him apart in the genre. His hit single *Ngijabulise*, featuring Murumba Pitch and Nkosazana Daughter, highlights his production skills, with its lush soundscapes, emotional depth, and addictive rhythm.

### Global Recognition and UMP Festival

As Amapiano continues to gain international acclaim, Deep London is at the forefront of the movement. What once started as a local subculture has become a global phenomenon, and Deep London's ability to blend South African culture with modern music trends has earned him a spot on the international stage. His inclusion in the UMP Festival 2024 lineup speaks volumes about his rising stature in global music.

As the UMP Festival approaches, fans can anticipate a performance that captures Deep London's remarkable journey from Emonti to the forefront of Amapiano and global music. For Deep London, the festival is more than just a show; it's a celebration of how far he's come and a glimpse of how far he'll go.



# Rising star Naimah: UMP Festival headliner and advocate for change in music and mental health

By Blessings Amadia Dason



**Z**ambian-born singer-songwriter and creative entrepreneur, Naimah, has built a formidable presence in South Africa's vibrant music scene. Renowned for her eclectic blend of genres, she first emerged in late 2016 with her debut Afropop single, "Long Time." This launch marked the beginning of a career characterized by a wide array of collaborations and original projects.

Naimah has since expanded her portfolio, working with notable figures in the music industry such as DJ Ganyani, DJ Zoe, and The Godfathers of Deep House, all of whom are based in South Africa. Her international collaborations include working with Grammy-nominated artists like Konshens the MC from the USA, and Robert Magwenzi from South Africa. Naimah has also teamed up with prominent artists like Ladipoe from Nigeria, Rouge from South Africa, and Roberto from Zambia, under the production expertise of renowned figures like Lee Global, Kimosabe,

BFB, and Coublon.

Her songwriting and music have found homes with independent record labels such as Ossia Records, B&R Records, Blank Spaces Records in South Africa, and Ogidi Studios in Nigeria. In 2019, while showcasing her talents at the Durban Music Imbizo, Naimah caught the attention of the acclaimed DJ duo, The Godfathers of Deep House. This led to her training as a DJ and subsequent residencies at popular South African venues including Cohibar, Sultan Lounge, and The Bar.

**"TO LIVE IS TO BE MUSICAL, STARTING WITH THE BLOOD DANCING IN YOUR VEINS. EVERYTHING LIVING HAS A RHYTHM. DO YOU FEEL YOUR MUSIC?"**

**MICHAEL JACKSON**



In 2020 and 2021, Naimah expanded her horizons by hosting numerous club and brand events, including the Budweiser Secret Party and Jameson Connects in Zambia. She also ventured into TV presenting, hosting the live gospel music show “Unplugged 101” on Trace Gospel Channel in 2021.

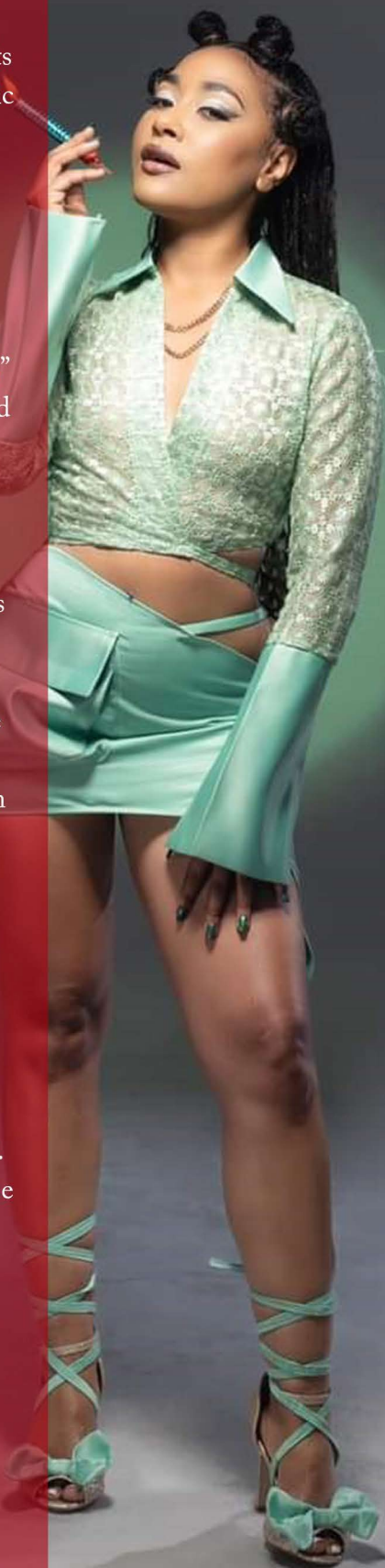
Her dedication to the music industry was recognized in 2021 when she received a bursary from the SAMRO Foundation to pursue a Short Music Learning Program at Boston City Campus. Naimah’s unique sound, which blends African influences with urban genres like Pop, Hip-Hop, R&B, and House, has resonated with audiences worldwide. Her debut EP, “Goal Digger,” released in May 2022 under her record label New Future Foundation, garnered international attention, including a feature on BBC Africa’s Artist Spotlight Series.

With a background in Psychology, Naimah is passionate about mental health awareness. She has been actively involved in creating and facilitating programs aimed at supporting mental health in the creative community. In May 2023, she launched “The Sound Mind,” a mental health awareness initiative specifically designed for creatives, at the Africa Rising Music Conference. She also represented the conference at the MTN Bushfire Arts Round Table in Eswatini and currently serves as the communications lead for the 2024 edition of the Africa Rising Music Conference.

Naimah is known for her versatility, seamlessly transitioning from intimate acoustic sets to high-energy stage performances. She has performed at numerous corporate events, private functions, concerts, and festivals in both Zambia and South Africa, sharing stages with well-known artists.

Through her foundation, New Future Foundation, and in collaboration with other organizations, Naimah has been involved in numerous charitable efforts. These include drives to support the homeless, elderly, and children facing abuse or living with disabilities, as well as mental health initiatives. Previously, she served on the board of The Makeba Center For Girls in South Africa, which supports underprivileged girls. Most recently, she played a key role in organizing the Standard Bank Joy of Jazz Women’s Day fundraising gala in August 2023.

Naimah continues to make significant strides in the music industry, establishing herself as a dynamic and influential figure.





## Onesmus Muzik

Originally known as Armstrong Kalua, is a versatile artist whose journey from gospel to secular music has significantly impacted the Malawian music scene. He began his career with gospel hits that resonated with a broad audience due to their uplifting messages. However, his transition to a mainstream sound, blending Afro-pop with urban contemporary beats, marked a pivotal moment in his career. This shift expanded his fan base across Africa, especially with hits like "Miracle Money" and "Solomoni." Onesimus's ability to merge different genres while maintaining his unique voice has made him a standout performer not only in Malawi but beyond.

By Jones Salamu





## Onesimus Muzik: Trailblazing Malawian Artist and UMP Festival Headliner

In 2010, he switched from rap to singing, releasing two singles, “Beautiful” featuring Malawi’s award winning rapper Young Kay, and “Without Your Love.” These tracks quickly propelled him into the limelight, earning him a record deal with Malawi’s top label, Nde’feyo Entertainment. The following year, he released the R&B mixtape “BrB,” which included his debut singles and other notable tracks like “Hey Shawty” and “In Love with a DJ.”

Onesimus continued to surprise his fans with Chichewa Afro-R&B hits like “Sinditha Kumvetsa” and “Ndamusowa,” which topped local charts and solidified his status as a leading figure in Malawian music. Between 2011 and 2014, he became one of the most sought-after artists, performing across Malawi and South Africa, while collaborating with icons like Maskal, Tigris, BarryOne, and Zambia’s Dalisoul. His career milestones include performing at prestigious festivals such as Lake of Stars and sharing stages with African music legends like Zimbabwe’s Oliver Mtukudzi and South Africa’s Freshlyground. His influence was further recognized when he was named among the Top 10 Malawian musicians by the City of Stars Music Festival.

**Award-Winning Artist:** Onesimus Muzik's exceptional talent and influence have been recognized with awards like Best Male Artist of the Year at the HAPA Awards and the Shining Star Africa Awards.

**Streaming Success:** As one of Malawi’s most streamed artists on Spotify, his music has resonated with a diverse audience, both locally and internationally.

**Collaborating with the Best:** A career milestone was his collaboration with Joeboy on the remix of “Controller,” showcasing his ability to work alongside top-tier artists in the African music industry.

**Upcoming Performance at UMP Festival:** Onesimus will be one of the headliners at this year's UMP Festival, where fans can expect another electrifying performance from the multi-talented star.

“

**Music expresses that which cannot be put into words and that which cannot remain silent.” – Victor Hugo**



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# Kids Section at UMPFestival

-Fun for All Ages-

## Activities

- \*\*Tug of War\*\***
- \*\*Jumping Castle\*\***
- \*\*Face Painting\*\***
- \*\*Arts and Crafts\*\***
- \*\*Storytelling\*\***
- \*\*Mini Sports\*\***
- \*\*Treasure Hunt\*\***
- \*\*Musical Chairs\*\***
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#TheEvolution

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# Preparing for the UMP Festival: A Family Guide to Fun and Comfort

By Martin Magonagona

**A**s the Urban Music People (UMP) Festival makes its grand return after a seven-year break, the excitement is palpable. This October, the festival at Cape Maclear in Mangochi District is set to be an extraordinary celebration of music, arts, and culture. For families planning to attend, this lakeshore event offers a perfect opportunity to create unforgettable memories together. However, with Mangochi's high daytime temperatures and the bustling festival atmosphere, a bit of preparation can go a long way in ensuring that everyone enjoys a smooth, fun-filled experience.

## Packing the Essentials

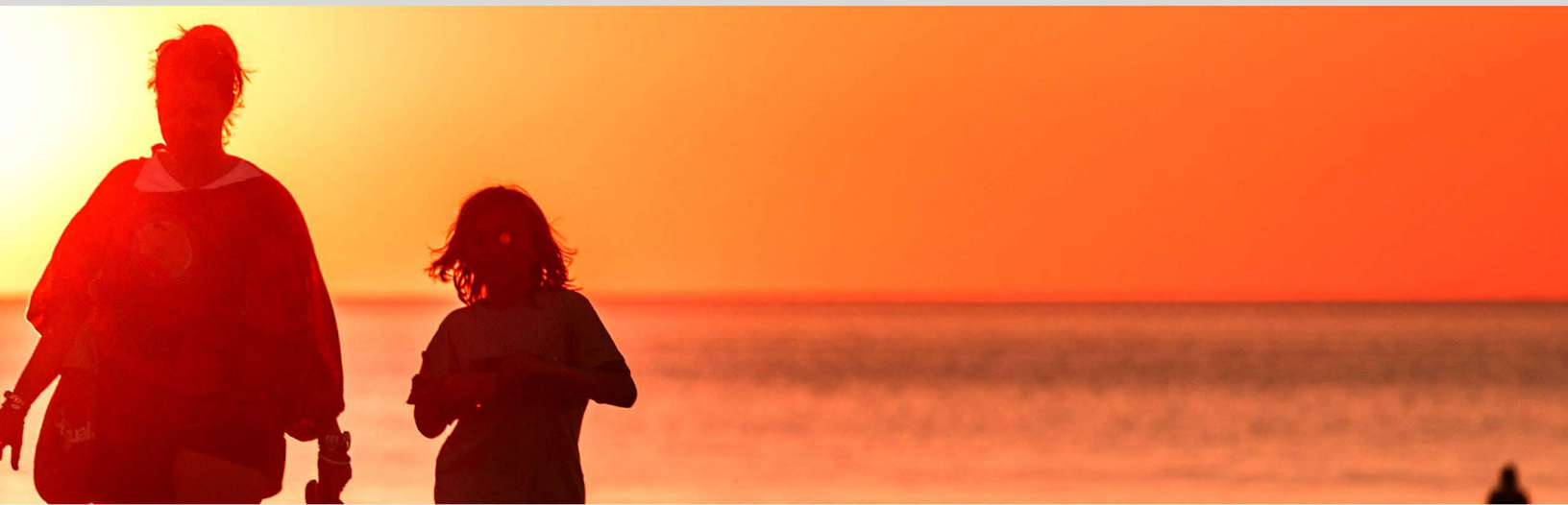
When it comes to attending a festival with kids, packing the right essentials is key. Snacks are a must—having a variety of portable, healthy options like fruits, energy bars, and trail mix can be a lifesaver when hunger strikes at inconvenient times. Hydration is equally important, so bring along refillable water bottles to keep everyone refreshed throughout the day. Given the

intense Malawian sun, sunscreen is non-negotiable. Apply it generously and frequently to protect your family from harmful UV rays. Don't forget to pack hats, sunglasses, and perhaps even a portable umbrella to provide some much-needed shade. Comfortable clothing is another crucial element to consider. Mangochi is known for its high daytime temperatures, particularly in October. During the day, lightweight, breathable fabrics like shorts and t-shirts will help keep everyone cool. A wide-brimmed hat is also a great idea to shield your face and neck from the sun. As evening approaches, the temperatures may drop slightly, so having a light jacket or sweater on hand will keep everyone comfortable as you enjoy the evening performances. And let's not overlook footwear—comfortable shoes are essential for a day spent on your feet. Blisters or sore feet can quickly turn a fun day into a stressful one, so choose wisely.

## Kid-Friendly Considerations

The UMP Festival is designed to be a family-friendly event, welcoming children of all ages.





However, it's recommended that children under 12 be accompanied by an adult at all times. The festival will feature a dedicated "Kids' Zone" area packed with activities like face painting, arts & crafts, and a bounce house. Families can also enjoy a petting zoo, pony rides, and a kid-friendly stage with live performances. For parents, there's even a "Parenting Room" equipped with nursing areas, changing stations, and a quiet space for kids to relax.

### **Navigating the Festival with Ease**

Navigating the festival with kids can be a challenge, but with a few strategic moves, it can be a breeze. Arriving early is one of the best ways to get ahead of the crowds and find your bearings before the festival grounds get too busy. Early arrival also gives you the chance to familiarize yourself with the layout, including the locations of restrooms, baby-changing stations, and family-friendly spots. Knowing where these key areas are can save you a lot of hassle later in the day. Finding quiet moments amidst the excitement is also important, especially for younger children who might get overwhelmed by the noise and crowds. The lakeshore at Cape Maclear offers a serene backdrop, perfect for a family picnic or a quick nap. These breaks can provide much-needed rest and rejuvenation, helping everyone to recharge and make the most of the festival experience. To keep the energy up between acts, consider exploring the art installations or visiting the various food stalls. These little adventures can turn into some of the day's most memorable moments. And when there are long waits or lulls in the action, simple games, storytelling, or even a spontaneous dance-off can keep the mood light and fun. Interactive music workshops, suitable for all ages, are another great way to engage with the festival's offerings and add an educational twist to the day.

### **Accommodations and Camping**

For families looking to immerse themselves fully in the festival experience, camping is an option. The festival grounds include designated family camping areas equipped with restrooms, showers, and 24/7 security. These areas are conveniently located near the Kids' Zone and offer a more relaxed atmosphere, making them ideal for families with young children.





### Safety First

Given that the UMP Festival is held at a lake-shore, safety is a top priority, especially for families with young children. The festival organizers have put several measures in place to ensure everyone's well-being. Lifeguards will be on duty during festival hours, and there will be designated swimming areas with clear signage to help keep everyone safe. Water safety patrols will also be monitoring the shoreline. To manage crowd control, the festival will feature clear signage and maps to help you navigate the grounds with ease. Designated meeting points will be set up for families to reunite if they get separated, and security personnel will be present throughout the festival area. Additionally, there will be a First Aid tent and a Lost & Found area, which are good to know about just in case.

### Final Thoughts

As you prepare for the UMP Festival, remember that this event is more than just a celebration of music; it's an opportunity to create lasting memories with your family. With a little preparation, you can ensure that your festival experience is not only smooth and stress-free but also filled with moments of joy and togetherness that you'll cherish for years to come. So pack your sunscreen, put on your most comfortable shoes, and get ready to dance to the vibrant beats of Cape Maclear.

The UMP Festival awaits, and it's shaping up to be an event you won't want to miss.

**Are you ready for the ultimate Lake Malawi experience?**



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# INTRODUCING MATAFALE STAGE

*Community Site*  
Lake Malawi National Park

## Performing Acts

Bon Afrikan  
Toza Matafale  
The Messen,jaz Band  
Wailing Brothers  
Black Missionaries  
Anthony Makondetsa  
The Tuff Lions Band  
Maveriq Mavo

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MALAWI

Late Evison Matafale

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# Evison Matafale: The Reggae Prophet and His Everlasting Legacy

By Jones Salamu

**F**ew names resonate as powerfully in the annals of Malawian music history as that of Evison Matafale. Born on November 20, 1969, Matafale became a voice of conscience, a symbol of resistance, and a beacon of hope for many. Although his life was tragically cut short on November 27, 2001, his legacy endures through his music and the memorial stage named in his honor.

## Rise of a Reggae Icon

Music entered Evison Matafale's life in the humble town of Chileka, Blantyre, where he was born and raised. He quickly made a mark as a distinctive voice in the local music scene with his band, The Black Missionaries, which he formed in the late 1990s. With a voice that carried the weight of his convictions, Matafale used his platform to address social and political issues, challenging the status quo in the name of justice and equality.

His 1999 debut album, *Kuimba 1*, was a powerful introduction to his abilities. It wasn't merely the rhythm and melody that captured the public's attention; it was the deep, thought-provoking lyrics that resonated with the struggles of the Malawian people. Anthemic tracks such as "Watsetsereka" and "Ndikhale" spoke directly to the challenges and dreams of an entire generation.

## The Evison Matafale Memorial Stage and the UMP Festival.

In deep recognition of his influence, the Evison Matafale Memorial Stage was erected as a living monument to his contributions to Malawian music and culture. Located in Chileka, the stage functions not only as a performance venue but also as a shrine where Matafale's spirit lives on.

The legacy of Evison Matafale continues to be celebrated at the UMP Festival, which has introduced a special stage named the Matafale Stage. This stage, situated within the community site, showcases performances from both established and rising artists



who honor Matafale's memory. Acts such as Bon Afrikan, Toza Matafale, The Black Missionaries, Maveriq Mavo, and Anthony Makondesa are just a few of the talents who grace this stage, keeping Matafale's spirit alive through their music.

Every year on November 27th, fans also gather at the Evison Matafale Memorial Stage to honor his life and music. These annual memorial concerts have become a unifying event, bringing people together in remembrance of a man whose words still resonate deeply. The stage has hosted performances by both established artists and rising stars, all paying homage to the man who paved the way for Malawian reggae.

## A Lasting Legacy

Evison Matafale may have been silenced prematurely, but his voice still echoes with undiminished timelessness. His music remains a source of comfort and strength, reminding us that even in adversity, one can still stand tall and speak truth to power.

The memorial stage in his name and the Matafale Stage at the UMP Festival are fitting tributes to the indelible mark he left on the world. These stages are places where his legacy is not only remembered but lived, as new generations of musicians and fans come together to celebrate his immortal music.

"The journey is long, but we will reach our destination." Through his music and the stages that bear his name, Evison Matafale's journey continues, inspiring future generations to carry the torch he lit so brightly.





# The first international Chitoliro conference for cultural and creative industries

Written By Precious Dison

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In a milestone event for the creative sector, the inaugural International Chitoliro Conference for Cultural and Creative Industries is set to take place from October 23 to 24, 2024, at the Amaryllis Hotel in Blantyre, Malawi. Under the theme “Evolutionary Exploration of Creative Industries Role for Sustainable Development,” this conference aims to bring together global experts and enthusiasts to delve into the transformative potential of creative industries.





**T**he conference will feature a diverse range of activities designed to foster knowledge exchange and practical skills development. Attendees can look forward to engaging panel discussions that will explore the intersection of creativity and sustainability, offering insights into how creative industries can contribute to sustainable development goals.

In addition to the panels, there will be skills-building sessions tailored to enhance participants' capabilities in various aspects of the creative sector. These hands-on workshops are designed to provide actionable knowledge and practical tools that attendees can apply in their own contexts.

Oral and poster presentations will showcase innovative research and successful case studies, highlighting the latest advancements and best practices in the field. These presentations will provide a platform for researchers and practitioners to share their findings and engage with peers.

The event will also feature vibrant performances, offering a glimpse into the rich cultural expressions that are central to the creative industries. These performances will celebrate the diversity and dynamism of the sector, adding an artistic flair to the conference.

As a prelude to the conference, the UMP Festival, taking place at Cape Maclear, Mangochi, from October 25 to 28, will further enrich the experience, creating a vibrant backdrop of cultural festivities and community engagement.

The International Chitoliro Conference represents a significant opportunity for dialogue and collaboration within the creative industries. By bringing together a global audience, it aims to drive forward the role of creativity in sustainable development, fostering new ideas and partnerships that will shape the future of the sector.

“

**Every child is an artist; the problem is staying an artist when you grow up.”**

**PABLO PICASSO**



CHITOLIRO PRODUCTIONZ  
PRESENTS



# INTRODUCING FILM AND FASHION

*Site*

## Fashion

- Miss UMP inaugural beach pageant event
- Fashion Shows
- Fashion Stalls
- Costume contests

## Film

- Local and International film displays
- Panel Discussions
- Etc

## Early Tickets

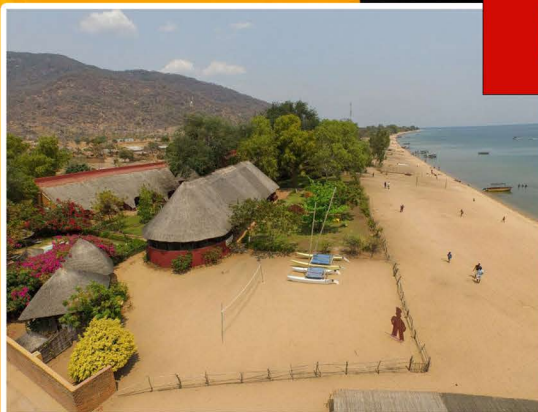
- MK 30, 000 regular
- MK 60, 000 VIP
- MK 100, 000 family package

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CAPE MACLEAR  
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# "RETURN OF THE ANCESTORS" RESONATES WITH MALAWI'S DEMOCRATIC LEGACY

BY RASHID MKWEHIWA

As Malawians continue to reflect on their journey toward democracy, the upcoming performance of *Return of the Ancestors* at the 2024 UMP Festival promises to strike a powerful chord. This thought-provoking production, presented by South Africa's Me4u Talented Studios, revisits the sacrifices of iconic figures like Steve Biko and Neil Aggett. Using their spirits as a lens, the play examines the progress of democracy 30 years after apartheid.

Directed by Thabo Mabaso and Tumelo Mokoena, the play transcends its South African roots, resonating deeply with Malawi's own fight for freedom from the one-party rule of Hastings Banda. It invites Malawian audiences to reflect on their hard-won democracy, drawing parallels between the struggles in South Africa and those in Malawi.


What sets this production apart is its all-female cast, who portray historical figures like Biko and Aggett. This casting is particularly significant in Malawi, where the evolving role of women in politics, arts, and society mirrors the play's progressive gender casting. The portrayal of male historical figures by female actors aligns with Malawi's growing embrace of women's leadership and representation.

"The production is unique, as it is performed by an all-female cast, bringing a fresh perspective to these historical figures and their stories," Mabaso explained. He also noted that the play combines elements of comedy with a strong educational message that resonates with all Africans.



Set against the backdrop of the UMP Festival's theme, *The Evolution*, *Return of the Ancestors* encourages audiences to reflect on both South Africa's democratic journey and Malawi's own progress since transitioning to multi-party democracy in 1994. The return of Biko and Aggett in the play serves as a symbolic reminder of the ongoing need to evaluate and nurture democratic gains. This theme resonates with Malawians as they continue to navigate their evolving socio-political landscape.





**“FOR TO BE FREE IS NOT  
MERELY TO CAST OFF ONE’S  
CHAINS, BUT TO LIVE IN  
A WAY THAT RESPECTS  
AND ENHANCES THE  
FREEDOM OF OTHERS.”**

For Malawi’s theatre scene, *Return of the Ancestors* is not only a bold artistic statement but also an important reminder of the potential of theatre to provoke critical thinking and discussions about national identity, freedom, and progress. As Malawian audiences witness the spirits of Biko and Aggett confronting the realities of modern democracy, they are likely to reflect on their

nation’s own strides and the challenges that lie ahead.

Ultimately, *Return of the Ancestors* is more than just a historical reflection; it serves as a mirror for any society wrestling with the complexities of freedom, justice, and equality. For Malawians, it’s a powerful reminder of the sacrifices made and the collective responsibility to sustain the freedoms achieved through years of struggle.



# Exploring the Wonders of Kuti Wildlife Reserve: A Unique Horseback Adventure

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By Blessings Amadia Dason





**N**estled in the heart of nature, Kuti Wildlife Reserve offers a truly one-of-a-kind experience for wildlife enthusiasts and adventurers alike.

At Kuti, our mission is to bring people closer to the wild, allowing them to connect with the natural world in ways they've never imagined. One of the most exciting and unique ways we do this is through our horseback riding adventures, where guests can explore the reserve and witness the incredible diversity of species that call this place home.

### A Journey Through Nature

Kuti Wildlife Reserve is more than just a destination; it's a sanctuary for some of the world's most captivating creatures. As you ride through our scenic trails on horseback, you'll be surrounded by the sights and sounds of untouched wilderness. Imagine trotting alongside zebras, giraffes, and antelopes, all while

taking in the breathtaking landscapes that stretch as far as the eye can see. The experience is as close to the wild as you can get, offering an intimate look at the lives of these magnificent animals.

### A Unique Connection

Horseback riding at Kuti Wildlife Reserve isn't just about the thrill of adventure; it's about forging a deeper connection with nature. The gentle pace of the ride allows you to immerse yourself fully in the environment, offering ample opportunities to observe the behavior of different species in their natural habitats. Whether you're an experienced rider or a novice, our trained guides ensure a safe and educational experience, sharing their knowledge about the wildlife and the ecosystem that supports it.

### A Commitment to Conservation

At Kuti, we are deeply committed to the conservation





of wildlife and their habitats. Our horseback riding tours are designed to have minimal impact on the environment, allowing us to preserve the natural beauty of the reserve for future generations. By choosing to explore Kuti on horseback, you're not only enjoying a unique adventure, but you're also supporting our ongoing efforts to protect and **conserve** the incredible species that thrive here.

Join us at Kuti, and discover the wild like never before. Come ride with us, and let nature take the reins.

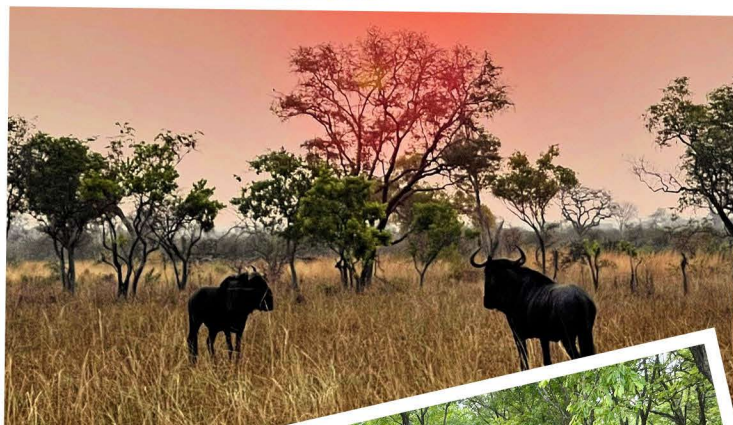
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## GIFTED AND PROUD ZONKE'S TALE OF SUCCESS

By Edgar M'baluku

**B**orn Zaithwa Mhone on August 15, 2003, the multiple award-winning music prospect Zonke Too Fresh began his music career as a rapper in 2017 while still a student at Bangwe Secondary School, popularly known as Green Malata. He later transitioned to afro music.

In the early stages of his career, Zonke worked on songs like Future Wife, Umuonetse, Zomwe Akufuna Mayanga, Amakufuna Friend, and Mankhwala, which paved the way for his rise to prominence.

Undeniably brilliant, Zonke rose to stardom after releasing "Kamodzi" in 2022, a song that charismatically won the hearts of people from all walks of life, both young and old. The song earned him his first music award at the 2022 Maso Awards for Best New Artist, an accolade he truly deserved for his unique style.

Zonke also scooped the Best Music Video award at the revived MBC Entertainers of the Year Awards last December. He describes his music style as uniquely different from other musicians in Malawi due to the way he infuses various genres to create what he has dubbed the "Zonke Style."

"It was clear from the beginning that music was more than just a hobby for me; it was my calling. Music has been my life for as long as I can remember, and I'm grateful for the opportunity to share my passion with

my fans," said Zonke in an interview.

After "Kamodzi," he followed up with the release of the melodious anthem Pachibale Pawo, School Report, Kambuzi, Mkati, and Vote, which cemented his place as a pivotal figure in the music arena. He has also collaborated with other musicians like Mellz, Wikise, Tuno, El Genesys, M'buka Man, and Fada Moti on their songs.

"I'm looking forward to putting in the work. I'm still perfecting my art to continue growing as a musician and to tackle a wide range of issues affecting our society through my music," said Zonke.

The Bangwe-based crooner is poised to headline the forthcoming Urban Music People (UMP) Festival, dubbed "The Evolution," slated for October 25-28 at Cape Maclear in Mangochi.

"People can expect an electrifying performance from me throughout my set, with exciting new music on the cards too. I can't wait to grace the festival for the first time and learn some new things from other headliners, particularly those coming from abroad," he said.

**"Music is the soundtrack to every good and bad time we will ever have."**



# ZONKE TOO FRESH

"I LOVE THE WAY MUSIC INSIDE A CAR MAKES YOU FEEL INVISIBLE; IF YOU PLAY THE STEREO AT MAX VOLUME, IT'S ALMOST LIKE OTHER PEOPLE CAN'T SEE INTO YOUR VEHICLE. IT TINTS YOUR WINDOWS, SOMEHOW." - CHUCK KLOSTERMAN



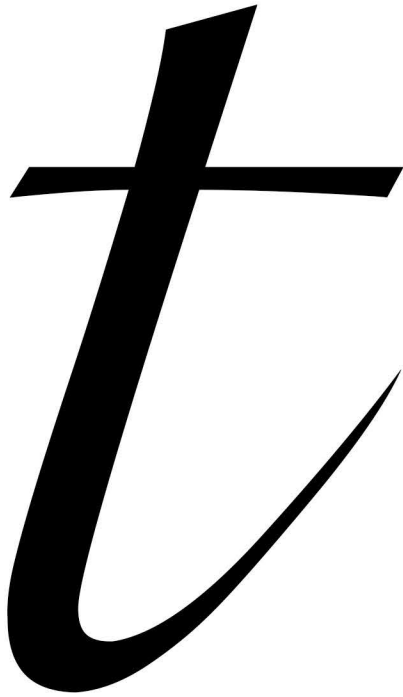


# FASHION

Fashion Takes Center Stage at This Year's UMP Evolution Festival  
By Chikumbutso Gasper Willard







This year, the UMP Evolution Festival is shaping up to be a must-attend event, promising an unforgettable experience for all who gather at the picturesque Cape Maclear this October.

With a mix of diverse activities, the festival is set to draw crowds from different walks of life, united by their shared love for music, culture, and, this year, fashion.

For the first time, UMP is shining a spotlight on fashion with a dedicated segment that invites both local and international designers to showcase their creativity. Fashion enthusiasts are in for a treat as they witness an eclectic blend of styles that celebrate culture and innovation.

Lauretta Mtike, the Fashion Manager at Chitoliro Productionz, the organizers of the festival, is particularly excited about this year's event. "The inclusion of fashion at UMP Evolution Festival is a brilliant move," she says. "It's a platform that not only promotes creativity but also allows designers to weave local culture into their art through clothing."

Mtike reveals that the response has been overwhelming, with numerous portfolios pouring in from both emerging and established designers eager to take part. "It's been truly inspiring to see so many new designers wanting to showcase their work. For many, this will be their debut on such a grand stage," she shares.

**"THE DESIRE  
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IN ME"**

The UMP team is pulling out all the stops to ensure the fashion segment runs smoothly. Beyond online portfolio submissions, they are offering in-person casting calls in Mzuzu, Blantyre, and Lilongwe, providing a chance for those unable to submit online to still make their mark.

In an exciting twist, the festival will also crown Mr. and Miss UMP, adding another layer of glamour to the weekend's festivities. The fashion segment isn't just about the runway; it's about creating a vibrant space for networking and collaboration, fostering meaningful connections that could spark future projects.

With such meticulous planning and a strong focus on inclusivity, the UMP Evolution Festival promises to be an extraordinary event. Whether you're there to enjoy the latest in fashion, music, or simply to soak up the atmosphere at Cape Maclear, this is one festival you won't want to miss.



# MISS UMP

## Introducing Miss UMP: A New Era of Beauty, Empowerment, and Leadership.

By Shane Kondowe

As we approach the much-anticipated UMP Evolution Festival, the stage is set not only for outstanding musical performances but also for a groundbreaking celebration of fashion and leadership with the introduction of Miss UMP 2024. Slated to be crowned during the festival, Miss UMP will represent a new era of beauty, social consciousness, and global ambassadorship.

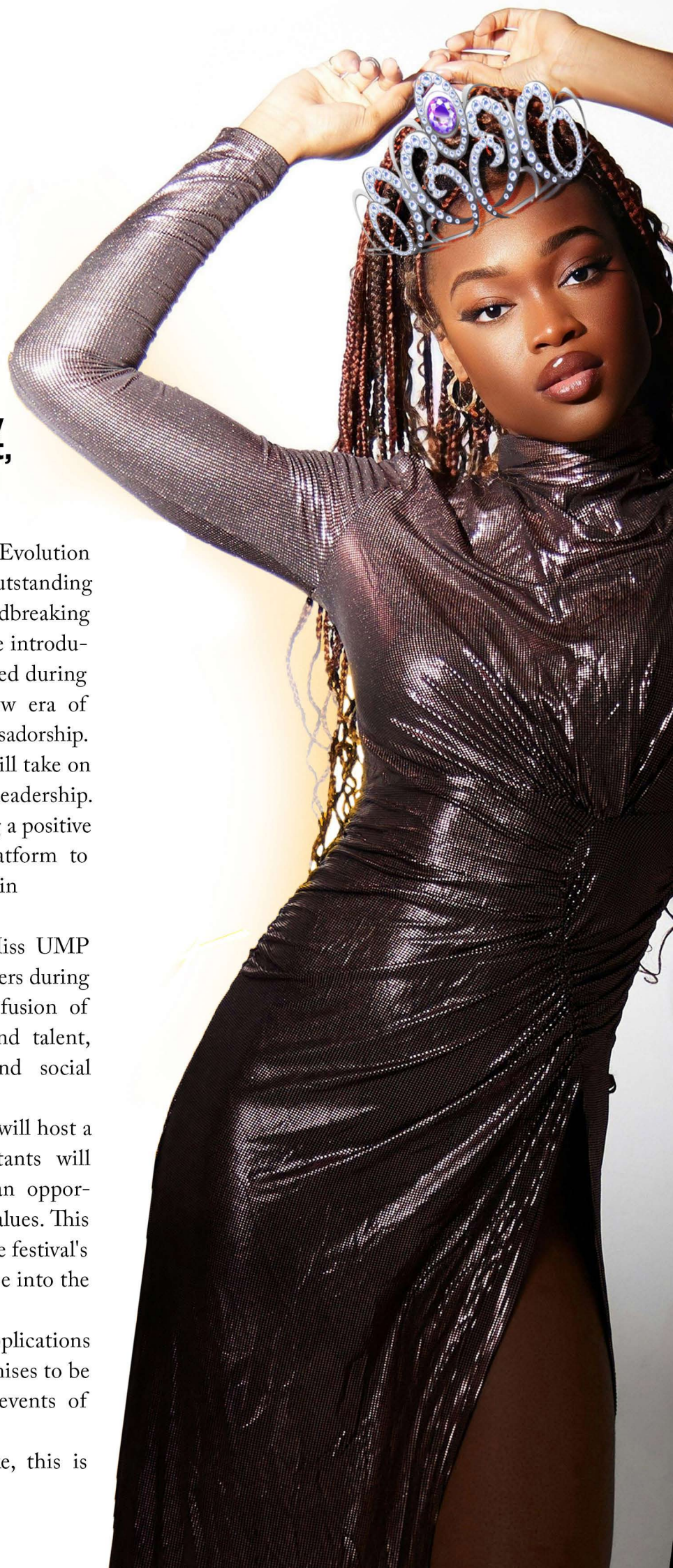
More than just a beauty title, Miss UMP will take on a significant role in charitable causes and leadership. She will spearhead initiatives aimed at making a positive impact in Malawi and beyond, using her platform to champion social issues and drive change within communities.

One of the festival's highlights will be the Miss UMP contestants being dressed by renowned designers during the festival's Fashion segment. This unique fusion of fashion and beauty will showcase creativity and talent, as the contestants embody style, grace, and social responsibility.

In addition to the glamour, the festival will host a panel discussion where **Miss UMP** contestants will address key societal topics, giving attendees an opportunity to hear their thoughts, insights, and values. This thought-provoking session is set to elevate the festival's experience by bringing intellectual discourse into the spotlight.

With a high level of excitement and applications flowing in, the **Miss UMP** competition promises to be one of the most competitive and memorable events of the festival.

For fashion lovers and social advocates alike, this is the event you don't want to miss.





# Festival Vibes and Sports Thrills

Apart from the Music, Poetry, Fashion, Fine arts exhibition among other interesting activities that UMP Evolution Festival will showcase, the festival has announced the inclusion of the Chitoliro Sports Championships which will involve the inclusion of various interesting sports activities at the festival.

By Chikumbutso Gasper Willard



**T**his additional segment is expected to offer attendees an array of competitive and recreational Sports activities whilst attending the UMP Evolution Festival at the stunning venue in Mangochi Cape Maclear.

According to UMP's Sports Coordinator Watipatsa Mang'anda, the Sports segment will have games like; Arm wrestling, Beach Volleyball, Female Beach Soccer, Beach American Football, Table Tennis, Darts, Pool, Fishing Competition, Canoeing, Kayaking Competition, Half Marathon, Swimming, and many more.

Mang'anda further affirmed that they have incorporated these sports activities as part of its commitment to promoting sports tourism.

He said "By focusing on soft tourism, we aim to provide festival-goers with opportunities to participate in recreational Sports and leisure activities, enhancing their overall festival experience"

In addition, Mang'anda said Festival attendees will have the chance to actively engage in a sporting events by forming and registering their teams.

It must be known that in an effort to foster inclusivity and community engagement, Chitoliro Productionz has partnered with residents of Cape Maclear, ensuring that the festival's sports activities reflect the rich diversity of the global sporting community.

Chitoliro Productionz further indicated that they are working in collaboration with the Mangochi district council sports office in organising and will also play a crucial role in managing the sports segment at the festival.

Participants can easily register for any Sports events through UMP's website [www.umpfest.com](http://www.umpfest.com), apart from the website a designated registration booth will be available at the festival venue for on-site sign-ups. For Cape Maclear residents, registration is now open at all of local ticket outlets in Mangochi district.

The Chitoliro Productionz also hinted that monetary prizes has been prepared for the victors of competitors of the sports games.

Chitoliro Productionz has been organising events for over a decade, but the UMP Evolution Festival will be the first to take place at the lake.





# TICKET OUTLETS

## MANGOCHI, MALAWI

- 1- Kalibu-Lek Resturant Ntakataka Turn-Off
- 2-Ekhaya supermarket
- 3-Fat Monkeys -capemaclear

## BLANTYRE, MALAWI

1. Africana Restaurant Chichiri Shopping Mall next to Elly Bs
2. Kips Blantyre
3. LeRoca House, Anne's Lodge, Nyambadwe

## LILONGWE, MALAWI

1. Acres - Gateway Mall
2. Mbowe Filling Station
3. Red Lounge BNS Stadium

## MZUZU, MALAWI

1. Safari Stopover in Nyachenda Mall  
opposite Mzuzu National Bank

## ADDITIONAL OUTLETS:

1. Balaka - Cockpit Night Club
2. Dedza - Ashley's Lounge, Meru Filling Station
3. Ntcheu - Hata's Liquor, Old Depot
4. Zomba: Eagles Car Hire - Petroda Filling Station
5. Liwonde: AMA Superette - Engen Filling Station
6. Mangochi - IT Masters opp Ekhaya
7. Michinji - LiJo liquor shop
8. Mponela - Smedi Stop over

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More information: [www.umpfest.com/tickets](http://www.umpfest.com/tickets)



## DJ Clame's Triumph: Rising Star Steals the Show at UMP Festival Pre-Event

The 6th of July was not just another date on the calendar for DJ Clame—it marked a significant turning point in the young DJ's career. Coinciding with Independence Day celebrations, the UMP Festival pre-event was the stage where DJ Clame truly shone, earning the coveted title of "Best Upcoming DJ."

By Blessings Amadia Dison



Held in anticipation of the much-awaited UMP Festival, this pre-event served as a launchpad for emerging talents, offering a platform for fresh faces to showcase their skills. The competition was fierce, with numerous talented DJs vying for the top spot. However, it was DJ Clame who captivated the judges and audience alike, blending genres seamlessly and delivering a set that was both innovative and electrifying.

The triumph at the UMP Festival pre-event was no small feat. DJ Clame's journey to this moment has been marked by dedication, relentless practice, and a deep passion for music. Starting from humble beginnings, DJ Clame has spent years honing his craft, experimenting with sounds, and building a unique style that stands out in the ever-evolving world of electronic music.

As the beats dropped and the crowd roared, it became clear that DJ Clame was a force to be reckoned with. His set was not just music; it was an experience a celebration of creativity and rhythm that resonated with the spirit of Independence Day. The synergy between his performance and the celebratory atmosphere was palpable, making his victory all the more special.

Winning the "Best Upcoming DJ" title is more than just an accolade for DJ Clame. It symbolizes the dawn of a new chapter, one that promises greater opportunities and a burgeoning fanbase. With the UMP Festival just around the corner, all eyes are now on DJ Clame, as fans and industry professionals alike anticipate what this rising star will bring to the main stage.

In the days following the event, DJ Clame has been the talk of the town, with social media buzzing about his performance. The recognition has already started opening doors, with offers for collaborations and performances pouring in. It's safe to say that DJ Clame's journey has only just begun, and if his performance at the pre-event is anything to go by, the future of electronic music is in for a treat.

As we look forward to the UMP Festival, DJ Clame's triumph stands as a testament to the power of passion, talent, and the right opportunity. His story is one of perseverance and artistic vision, and it serves as an inspiration to aspiring DJs everywhere. The Independence Day celebration on July 6th was a day of freedom, unity, and now, thanks to DJ Clame, a celebration of musical excellence as well.



# Party on the Lakeshore: Can Malawi's Festivals Meet the Hype?

By Chikumbutso Gasper Willard

2024 is shaping up to be a year packed with festivals, especially along Malawi's stunning lakeshores. For many, this is a dream come true. More festivals mean more fun, more music, and more chances to connect with people. However, with all this excitement, it's crucial to consider whether our organizers, artists, and festival stakeholders are prepared to deliver seamless experiences without the usual frustrations.

Anyone who has attended a few festivals in Malawi knows what I'm talking about: poor time management, missing international artists, unprepared venues, bad sound quality, and poor waste management, to name a few. These issues can turn an otherwise fantastic event into a disappointing ordeal.

I recently caught up with Robert John, a regular festival-goer from Namiwawa, Blantyre. He shared his excitement about the numerous festivals happening this year, including the UMP Festival. However, he also pointed out that organizers need to address some recurring problems seriously to avoid irritating attendees.

"I once traveled to a festival where they had promised an international artist. While on my way, I heard the artist wouldn't be performing due to logistical issues. This news came after I'd already bought my ticket! It was frustrating. I later found out the organizers didn't have enough foreign currency to cover the artist's expenses," Robert recalled.

Taking this concern to heart, I reached out to Chitoliro Productions, the organizers of this year's UMP Festival. Marie Thom, the publicist for Chitoliro Productions, assured me that they have taken significant steps to avoid such issues.

"Everyone knows about the forex issue, but at Chitoliro Productions, we have



safety nets in place. We won't let forex problems be an excuse for failing to bring international acts to our festival this October," Marie explained.

Marie was confident that UMP's international standards ensure that attendees won't face poor time management issues, where artists perform later than scheduled. "We have stringent protocols for time management. Our pre-events and track record testify to this," she affirmed.

From my own experience, sound quality at festivals can be a major pain point. I remember attending a festival where the sound was so bad I couldn't even hear the artists properly. It was just a lot of unnecessary noise, which forced me to walk away from the speakers to get some peace.

When I raised this issue with Marie, she assured me that sound quality would be top-notch at UMP. "UMP has been a household name since 2009, partly due to



our commitment to sound quality. This year, we're taking it to new heights to make Malawi proud, and we have partnered with Mibawa Studios who will handle the sound aspect at the festival" she said.

In addition to sound quality, waste management is another area where many local festivals fall short. Brandon Jones, host of the Podcast Malawi episode I watched, highlighted this often overlooked issue. Poor waste management can create an unpleasant environment for festival-goers.

I asked Marie about their plans for waste management, and she emphasized that they are taking it very seriously, especially given the festival's location at Cape Maclear. "Cape Maclear is a tourist site, and waste management was one of the first things we considered. We're working with community leaders to ensure sustainable practices that benefit both Malawi and the Cape Maclear community," she explained.

Safety is another critical aspect that can not be overlooked. Marie reassured me that Chitoliro Productions is putting robust security measures in place to ensure the safety of both people and property.

"Safety is a foundational element of our festival venue. We are working with expert consultants and agencies to handle security and sanitation," she concluded.

Hearing from Chitoliro Productions about their plans to tackle these important but often overlooked issues was reassuring. It's clear that they are committed to delivering a festival experience that avoids the common pitfalls. I, for one, will be there to see if they live up to their promises. So, as we gear up for a year full of exciting festivals, let's hope that the organizers deliver on their promises, creating unforgettable experiences for everyone.



# The Power of Consistency: Unlocking Success through Dedication

By Shane Kondowe

**“SUCCESS IS NOT FINAL, FAILURE IS NOT FATAL: IT IS THE COURAGE TO CONTINUE THAT COUNTS..”**

In a world full of distractions and quick fixes, consistency often gets overlooked as the key to achieving lasting success. Yet, when we examine the journeys of highly successful individuals—whether in business, art, sports, or personal development—one common thread emerges: they remained consistent, even when progress seemed slow or results elusive.

## The Core of Consistency

Consistency isn't just about showing up; it's about showing up with intent and purpose, day in and day out. It's the deliberate effort to maintain a standard of excellence, regardless of the obstacles. Whether it's a musician perfecting their craft, an entrepreneur building a brand, or an athlete preparing for the next game, the discipline to keep pushing forward is what sets apart the extraordinary from the ordinary.

At its core, consistency cultivates momentum. It's like planting a seed and watering it daily—even when you don't see growth immediately, you trust the process because you know the roots are forming beneath the surface. Over time, those small actions compound, leading to significant achievements.

## Why Consistency Matters

**1. Builds Trust:** Whether you're an artist or an entrepreneur, showing up consistently builds trust with your audience, clients, or team. People value reliability, and when they see that you consistently deliver on your promises, they begin to trust in your abilities.

**2. Reinforces Discipline:** Consistency sharpens discipline. The more you practice showing up and doing the work, the easier it becomes to push past moments of doubt, boredom, or frustration. It strengthens your resilience and helps you stay focused on your long-term goals.

**3. Creates a Strong Identity:** Whether it's a brand, a career, or a personal journey, consistency helps define who you are. It communicates to the world that you are serious about your vision and that you're in it for the long haul.

**4. Increases Efficiency and Mastery:** Repeatedly practicing and refining your skills over time leads to mastery. Whether you're creating content, performing on stage, or building a business, the more you engage in an activity, the better you become.

## Staying Consistent in a Distracted World

In today's fast-paced, hyper-connected society, maintaining consistency can be challenging. With distractions at every corner, staying committed to a course of action requires strong focus and a clear sense of purpose. Here are a few strategies to help maintain consistency:

**- Set Clear, Achievable Goals:** Breaking down your big vision into smaller, manageable tasks can help keep you on track. Each completed task fuels momentum and reinforces the habit of consistency.

**- Stay Accountable:** Whether through a mentor, friend, or colleague, having someone to hold you accountable can make a world of difference. They can provide feedback, encouragement, and remind you why you started in the first place.

**- Celebrate Small Wins:** Acknowledging and celebrating small achievements helps you stay motivated. Success is a journey, not just a destination.

**- Develop Routines:** Habits are built through repetition. Creating a routine around your work helps automate parts of the process, making it easier to stay consistent without having to constantly rely on willpower.

At Roots Magazine Africa, we celebrate not just talent, but the consistency that powers it. Many of the artists, entrepreneurs, and creators we feature have spent years honing their craft, showing up day after day, even when the journey seemed uncertain. Their success stories are a testament to the fact that consistency, above all, is what turns dreams into reality.

As you enjoy this year's UMP Fest, let it remind you of the power of persistence. Whatever your field or passion, staying consistent can elevate you from being good to being great. Keep showing up, keep pushing forward, and soon, the results will follow.



# ROOTS MAGAZINE AFRICA

Founded with the mission to amplify the untold stories of Africa, specifically Malawi, Roots Magazine Africa has quickly become a cornerstone of the country's digital media landscape. From youth empowerment to cultural heritage, Roots Magazine Africa celebrates local talent, promotes African creatives, and provides a platform for entrepreneurs, artists, and innovators to share their journeys. Our dedication to Malawian excellence is reflected in every issue, event, and project we undertake.

## **Our Story: Born from a Vision**

Roots Magazine Africa was founded in response to the glaring gap in professional digital media within Malawi. Traditional outlets lacked the vision to promote emerging voices and highlight the incredible potential of Malawian culture, art, and entrepreneurship. We believed in a brighter, more dynamic future for Malawian media a future we have been crafting since our inception.

Our early issues were dedicated to fashion and entertainment, giving platforms to young designers, musicians, and innovators. As we've grown, so has our range, covering everything from tourism and entertainment to mental health, financial literacy, and digital entrepreneurship. Through it all, our commitment remains the same: to uplift Malawian voices and showcase their impact locally and globally.

## **Our Services: Fueling Malawi's Creative Economy**

At Roots Magazine Africa, we pride ourselves on offering a wide range of professional services to support creatives, entrepreneurs, and brands in Malawi and beyond. Some of our key offerings include:

- **Marketing & Social Media Management:** From crafting strategies to managing campaigns, we help brands grow their digital presence and engage with their audiences. Our team is skilled in promoting events, artists, and businesses with targeted content that drives results.
- **Content Creation & Graphic Design:** Whether it's producing video content, developing graphics, or creating motion designs, our creative team delivers top-tier content that resonates with audiences. Our design expertise spans digital campaigns, event posters, and magazine layouts.
- **Event Planning & Coverage:** We don't just cover events, we help plan them. From conceptualization to execution, Roots Magazine Africa offers comprehensive event management services. Our coverage includes interviews, podcasts, photography, and live social media updates to ensure maximum visibility.
- **SEO & Web Development:** In the digital age, having a strong online presence is crucial. We offer SEO services and web development expertise to help businesses and creatives build websites that are user-friendly, visually appealing, and optimized for search engines.
- **Advertising & Brand Partnerships:** We connect brands with their audiences through effective advertising solutions. From social media campaigns to digital magazine placements, Roots Magazine Africa offers creative ways to promote businesses and products.

## **Looking Forward: A Bright Future Ahead**

As we look toward the future, Roots Magazine Africa remains committed to telling Malawi's stories and creating opportunities for the next generation of creatives. Whether it's through our media partnerships, local brand initiatives, or global collaborations, we will continue to push boundaries and elevate Malawian culture on the world stage.

For inquiries about our services or collaborations, contact us at [rootsmagazine4@gmail.com](mailto:rootsmagazine4@gmail.com).



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