



Monday 24th August 2015

This week, in studios across the continent, Africa's first crowdsourced song was recorded by some of the biggest names for a global initiative to get the UN's Sustainable Development Goals to everyone on the planet.

The Global Goals campaign, which launches next month, will release an All-African song, titled "Tell Everybody", that aims to inspire young people to know their rights encompassed in the 17 goals and hold their governments accountable to their promises to end extreme poverty, fight inequality and climate change by 2030.

Award-winning producers Cobhams Asuquo (Nigeria), David KING DAVID Muthami (Kenya) and Ellputo (Mozambique) have collaborated on a track which was recorded by Mafikizolo (South Africa), Becca (Ghana) and Diamond (Tanzania) in Johannesburg's Jazzworx studio this week. Sauti Sol (Kenya) and Toofan (Togo) put their verses down on the track in studios in Nairobi and Lome and in the next couple of days, Mr Asuquo will travel to Lagos to capture the voices of Nigeria's Yemi Alade and Wizkid.

In order to ensure the song captured the voice of Africa's Youth, the songwriters decided to crowd source two verses (one French, one English) for the song via a mobile phone competition, "Add Your Voice/Add Your Verse", run by Every1 Mobile. During the two weeks that the competition ran, over 3000 people entered from 25 African countries.

Cobhams Asuquo said, "We decided to let the young voices of Africa be heard in this song. Not only did we love the winning verses but all the entries informed the vision, lyrics and sound of the song. African Youth are power houses in their own right and collectively they can make change happen". The winners will be announced on Monday, 24 August.

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