



## FOR IMMEDIATE RELEASE

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**15 APRIL 2020**

### **CARDI B TO STILL HEADLINE CASTLE LITE UNLOCKS ON 5 DECEMBER 2020.**

Africa's biggest premium beer brand, Castle Lite, is happy to inform consumers that the brand is still Unlocking Cardi B as the international headliner at this year's Castle Lite Unlocks experience. The announcement was made by renowned media personality and connoisseur of Hip-Hop, Sway Calloway, during the first episode of Castle Lite Unlocks in Bed With ... on Wednesday 15 April 2020.

After having placed the 2020 experience on ice due to the global Covid-19 outbreak, Castle Lite can confirm that Cardi B will be making her way to Mzansi for an Extra Cold night of Hip-Hop music featuring a star-studded line-up.

The 2020 Castle Lite Unlocks experience will now take place on Saturday, 5 December 2020 at the TicketPro Dome in Johannesburg. The brand, and Cardi B herself are excited to be continuing with the experience as planned.

"Both parties felt it important to make sure that Cardi B would still be coming to South Africa to give her Bardigang a performance they will never forget. We are looking forward to hosting the biggest Hip-Hop experience in Africa once again this year," said Castle Lite Brand Director, Silke Bucker.

As previously mentioned, consumers who purchased tickets will be happy to know that those tickets are still valid and are exchangeable for the new performance date. Castle Lite will be in direct contact with these consumers regarding the ticket exchange.

Consumers who wish to no longer attend the event are, however, also entitled to a refund by sending an email to [info@heroticket.co.za](mailto:info@heroticket.co.za) with details on the email address used to book the ticket, cardholder's details for ticket purchase as well as the ticket number. Consumers also have the option of reallocating their tickets should they not be able to make the new date by logging onto [www.castlelite.co.za](http://www.castlelite.co.za) or donating their ticket to the Covid-zero initiative by emailing [info@heroticket.co.za](mailto:info@heroticket.co.za).



Consumers wishing to still get their hands on these exclusive tickets can still do so at [www.castlelite.co.za](http://www.castlelite.co.za) or in store at Spar, Edgars, Jet, Postnet, CNA, and more.

Castle Lite Unlocks will take place on Saturday 5 December 2020 at the TicketPro Dome.

For more information check out [www.castlelite.co.za](http://www.castlelite.co.za) or follow the official social media pages:

Facebook: **Castle Lite**

Twitter: **@CastleLiteSA**

Instagram: **@CastleLiteSA**

**#CastleLiteUnlocks**

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Distributed on behalf of Castle Lite by M-Sports Marketing Communications: (011) 781-9724

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## 2020 CASTLE LITE UNLOCKS: FAQ

QUESTIONS	ANSWERS
<b>What is the new date for Unlocks?</b>	Unlocks 2020 will take place on Saturday 5 December 2020 at the Ticketpro Dome.
<b>Will Cardi B still be the headline act?</b>	Yes, Cardi B will be the headline act on Saturday 5 December 2020.
<b>Cardi B recently fell ill and had to be hospitalized. This in addition to her well documented fear over the Coronavirus outbreak. How sure are you that she will be physically and mentally fit to travel to South Africa?</b>	We have been in close contact with her team in the USA who have assured us that Cardi is doing well. Her admission to hospital was her own choice as a precautionary measure and she was released just a few days later. We believe that there is more than enough time for her to get back on her feet for Unlocks.
<b>Seeing as Sway Calloway hosted Castle Lite Unlocks in Bed With, and also broke the news about the new date, does this mean that he is hosting the main event in December?</b>	We can confirm that Sway Calloway will be part of Unlocks 2020 and we will announce his involvement in due course.
<b>Who else will be on the line-up?</b>	Our line-up remains a closely-guarded secret. We know that everyone is just anxious to find out who is on the line up but, as always, we will reveal the line-up of performances in due time.
<b>Will it still be a two-day experience just like last year or does the postponement change things?</b>	We aim to give fans the same experience that Unlocks is known for however, fans will have to wait to find out the exact details for 2020 Unlocks.



<p><b>What happens to the ticket/s that I've already purchased?</b></p>	<p>Your ticket is still valid for the 5 December date.</p>
<p><b>What happens if I can't attend the event on the new date?</b></p>	<p>Consumers have 3 options:</p> <ol style="list-style-type: none"> <li>1. Get a refund;</li> <li>2. Re-allocate your ticket to someone else;</li> <li>3. Donate your ticket to the Covid-zero initiative by emailing <a href="mailto:info@heroticket.co.za">info@heroticket.co.za</a></li> </ol>
<p><b>Are complimentary tickets refundable</b></p>	<p>No. Complimentary tickets are non-refundable.</p>
<p><b>If I can't make the new date, can I transfer my ticket to someone else?</b></p>	<p>Yes, you can reallocate your ticket to someone else who will enjoy the show. Simply logon to <a href="http://castlelite.co.za">castlelite.co.za</a>, unassign the ticket and then forward the ticket to someone else via their email address.</p>
<p><b>How do I go about getting a refund?</b></p>	<p>A refund can be requested by sending an email to <a href="mailto:info@heroticket.co.za">info@heroticket.co.za</a> with the following details:</p> <ul style="list-style-type: none"> <li>• The email addressed used to book the tickets with</li> <li>• The cardholders' details used to purchase the tickets with</li> <li>• Ticket numbers if possible</li> </ul>
<p><b>How long will I have to get my refund?</b></p>	<p>Please note that refunds, once processed, can take up to 10 working days to reflect into your account</p>
<p><b>How do I donate my ticket?</b></p>	<p>You also have an option to donate your ticket to the Covid-zero initiative by emailing <a href="mailto:info@heroticket.co.za">info@heroticket.co.za</a>.</p>



	<p>Proceeds and donations will go towards the Trust Blu Foundation at Blue Label Telecoms to help fight Covid-19 and make South Africa safe again.</p>
<p><b>If I need to change my travel plans due to the date change, who will cover my travel costs?</b></p>	<p>Consumers should contact the travel agent or airline they made travel arrangements with.</p>
<p><b>What are consumers supposed to do if they have already paid for travel arrangements?</b></p>	<p>Unfortunately, the outbreak of disease and viruses is not only unforeseeable, but it is also out of the brand's hands. Castle Lite cannot be held responsible for the compensation of consumers who made travel arrangements. Please contact your airline.</p>
<p><b>Will the event still take place at the same venue?</b></p>	<p>Yes, the event will still take place at the same venue which is the TicketPro Dome.</p>
<p><b>The concert is only in June – why was it postponed in March?</b></p>	<p>We believe in showing great care for our consumers, and their health and safety is very important to us. We simply cannot move forward with this concert while the world is in the grips of the Coronavirus. As such, we have decided to postpone the event until such a time that it is safe to do so and fans of the Hip-Hop movement can come and celebrate the genre freely.</p>
<p><b>What does this outbreak teach brands such as yourselves who host major public events?</b></p>	<p>For us as a pan-African premium brand, this moment in our world's history has enlightened us to the importance of taking the health and safety of consumers at events extremely seriously. It also reminds us that we live in a world of global citizens who travel and attend events all over the world which then means that we must always take</p>



	accurate measure to curb the potential spread of disease and viruses at our events.
<b>What will you do if the ban of public gatherings continues until the end of the year?</b>	Unfortunately, we cannot override the decisions made by our President and his team of advisors and ministers. Should they feel that a public ban is still the safest possible course of action for South Africa, then we will have no choice but to adhere.