



LAKE OF STARS RETURNS WITH NEW DISCOVERY FESTIVAL

Malawi's celebrated international arts event, the Lake of Stars Festival, returns this year in an exciting new format: Lake of Stars Discovery. The three-day celebration will take place from September 27 - 29 in a beautiful, remote setting where a castle stands on the curve of the lake - Kachere Kastle.

The 2019 festival is taking place in the Nkhata Bay district, northern Malawi, in keeping with the tradition of moving the festival around the regions to showcase the diversity of the country and ensure that the economic benefits are realised by more than one community. Offering a unique, immersive adventure for festival goers, Lake of Stars Discovery will be held in a stunning lodge built in the style of a Moroccan castle set on rolling white sands by the crystal-clear waters of Lake Malawi.

In 2018 Lake of Stars celebrated its 15th anniversary with its biggest production to date, taking two years to plan and breaking new ground with a line-up including one of the biggest bands in Africa, Sauti Sol, and global US megastars Major Lazer. Lake of Stars Discovery will now offer guests a world-class boutique festival experience with a curated line up of music, talks, poetry, theatre, film, art, workshops and wellness activities, in an inspiring setting.

Lake of Stars' Head of Media Zilanie Gondwe said:

"We're excited about the direction we're taking Lake of Stars this year. Our new Discovery edition will offer a unique adventure for festival goers in an unparalleled, intimate setting. Lake of Stars has always been about more than the big names. It's about creating memories and shared experiences. Our vision is also about uncovering and promoting new artists alongside established talent. And in 2019 we're amplifying this by shining a light on amazing rising stars in new music and art in Malawi, southern Africa and beyond. I invite everyone to join us on this journey of discovery to hear the sounds and experience the creativity of the Warm Heart of Africa."

For over fifteen years the Lake of Stars project has been on a mission: to promote Malawian music, culture and tourism. The arts have breathed life into the country's festival tourism industry, with dozens of vibrant events now happening that collectively contribute to the country's economy and cultural scene. Lake of Stars Festival alone generates an estimated \$1.6 million into Malawi's economy each year by attracting visitors to discover and explore the warm heart of Africa.

Lake of Stars, which has grown from attracting only a few hundred visitors to becoming an internationally respected event, has garnered accolades from all quarters including CNN, The BBC, the Mail & Guardian, Lonely Planet and Forbes. Since its inception it has brought a unique blend of local and international talent to all three regions of Malawi, helping to boost tourism across the country.

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FURTHER INFO:

- WWW.LAKEOFSTARS.ORG
- WWW.FACEBOOK.COM/LAKEOFSTARS
- WWW.TWITTER.COM/LAKEOFSTARS
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KACHERE KASTLE IMAGES

<https://bit.ly/2VCpKUE>

NOTES TO EDITORS:

- A full FAQ sheet about the festival can be found on our website
- The first tickets will be on sale at the end of April. There will only be limited tickets available for the festival and all tickets will be sold in advance. No tickets will be available to purchase at the event
- Artist applications for the festival will open in May
- There will be no rooms available on site at Kachere Kastle. All festival goers will be encouraged to camp. Tickets include camping on site (guests required to bring their own tents)
- The Lake of Stars project has promoted cultural tourism and Malawi's creative industries for 15 years and has been recognised by the Malawi government and diplomatic community for the crucial part that it plays in the country's culture and tourism spheres
- Lake of Stars has supported other arts projects in Malawi including the Malawi Musician's Union awards, Tumaini Festival, Likoma Fest, Blantyre Arts Festival and the Ndife Amodzi concerts and has delivered training for artists in all three regions of the country.
- Previous festival headliners include Major Lazer, Sauti Sol, Mafikizolo, Freshlyground, Young Fathers, Uhuru, Toya Delazy, Foals, Beverley Knight, Maccabees and Oliver Mtukudzi alongside Malawi's leading artists.