FOR IMMEDIATE RELEASE

REDSAN @ 30: KENYA SET TO HOST A LANDMARK CELEBRATION OF DANCEHALL ROYALTY

Nairobi, Kenya ; April 23, 2026

Kenya's music industry is set for one of its most defining moments as Redsan officially announces **REDSAN @ 30**, a landmark concert celebrating **30 years of dominance, influence, and legacy in African dancehall music**.

Scheduled for **August 29, 2026**, at the iconic Carnivore Grounds, the event promises a **premium, large-scale live experience** bringing together some of the biggest names in African music for a night of unforgettable performances, cultural celebration, and high-impact entertainment.

A LEGACY 30 YEARS IN THE MAKING

For three decades, Redsan has remained a defining force in Kenyan and East African music; pioneering the dancehall genre locally; shaping urban culture; and consistently delivering hits that have stood the test of time.

REDSAN @ 30 is not just a concert; it is a **celebration of longevity, influence, and cultural impact**, marking a rare milestone in an industry where few artists sustain relevance across generations.

WHY CARNIVORE

The choice of Carnivore Grounds is deeply intentional and symbolic.

Carnivore Simba Salon is the first big stage that Redsan performed on at the infamous Star Search in 1996 after emerging the winner. Following this, he performed at Carnivore Grounds during the Beats of The Season festival in 1996, 1997 and 1998 and later performed alongside Shaggy at the turn of the millennium during The Jump Off Concert on December 31st 1999.

He was the only artist to curtain raise for Sean Paul in 2004; and later that same year, TOK curtain raised for him. He also became the first artist to host an international show at Carnivore featuring Brick & Lace; and later returned in 2010 for another major showcase.

His last major concert, marking the release of his previous album in 2018, was also hosted at Carnivore, featuring Tiwa Savage and Demarco.

Hosting **Redsan @ 30** at Carnivore is a deliberate homage to the stage that helped shape his journey; bringing his story full circle 30 years later.

STAR-STUDDED LINEUP

The event will feature a **powerful regional and international lineup**, blending dancehall legends with contemporary hitmakers.

International & Regional Acts

- Jose Chameleone - Uganda
- Bebe Cool - Uganda
- AY - Tanzania
- TID - Tanzania
- Wyre - Kenya
- Nazizi - Kenya
- Jua Cali - Kenya
- Stonebwoy - Ghana
- And a **VERY Special Surprise International Act who have been a part of Redsan's Journey ;** *(to be revealed later)*

Deejay Lineup

- DJ Pinye
- DJ Nijo
- DJ Tibz
- Kris Darlin
- DJ Wesley

Hosts

- Amina Abdi Rabar
- Azeezah Hashim

A PREMIUM FESTIVAL EXPERIENCE

Designed as a **festival-scale production**, REDSAN @ 30 will feature:

- A larger-than-life stage experience;
- World-class sound, lighting, and LED visuals;
- High-energy dancehall performances;
- Premium hospitality zones (VVIP, VIP, Gallery);
- Immersive brand experiences and curated fan moments

The production will be delivered in partnership with Homeboyz Entertainment; ensuring a **no-compromise, world-class live show experience**.

TARGETING 7,500 ATTENDEES & 1M+ DIGITAL REACH

With an expected **7,500 live attendees** and over **1 million digital impressions**, the event is positioned as one of the **largest and most commercially viable music events of 2026**.

TICKETING & SALES

Tickets are now available via redsan.mtickets.com and redsan.hustlesasa.shop. Early Bird tickets for the Baddest Fans sold out in one week.

Tickets start from:

- KES 2,500 (Regular);
- KES 7,500 (VIP);
- KES 25,000 (VVIP)

Fans are encouraged to secure tickets early for what is expected to be a **sold-out event**.

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

REDSAN @ 30 presents a unique platform for brands to:

- Align with a legendary cultural icon;
- Engage a youthful, urban, and highly social audience;
- Leverage premium experiential marketing opportunities;
- Achieve mass visibility both physically and digitally

Sponsorship opportunities are currently open across multiple tiers through AfricaCentric Entertainment (ACE)

PRODUCED BY INDUSTRY LEADERS

The event is produced by WIN Group; with additional support from Homeboyz Entertainment and Africa Centric Entertainment; alongside other key partners across sponsorship, production, and media.

FINAL WORD

REDSAN @ 30 is set to be more than just a concert; it is a **historic celebration of music, culture, and legacy**, bringing together generations of fans and artists under one stage.

As anticipation builds, more announcements; including the highly anticipated surprise international act; will be revealed in the coming weeks.

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