



## **For Immediate Release**

### **Cornetto Launches the Dare To Love National Tour with Mi Casa**

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Cornetto recently launched its Dare To Love campaign, that saw Cornetto interacting with consumers and well known celebrities to take a chance on love. This also included Chiano Sky who was dared to tell people her cheesiest pick up line, and many others.

In keeping with this inspired campaign, Cornetto saw that Mi Casa was planning a concert at the GrandWest Casino and Entertainment World in Cape Town after their sold out international whirlwind tour. Cornetto cheekily dared the popular trio to show some love and take their music to their fans - to all major cities not just Cape Town.

Not only did Mi Casa accept the challenge, but in response Mi Casa then dared Cornetto to not only help with the tour but to create the ultimate fan experience.

Cornetto and Mi Casa both accepted the dares and after the announcement of the national challenge, Mi Casa engaged their fans as soon as possible to secure four more concerts in cities across the country.

Cornetto is thrilled to be able to present Mi Casa to their fans in five cities across South Africa, spreading love and friendship through music. As a massive thank you to the fans, Mi Casa will also use the Dare to Love tour to launch their new highly anticipated studio album (Home Sweet Home).

The Cornetto Dare to Love tour will head to Cape Town for its first leg on the 4th September 2015, with four more concerts taking place on: 18th September in Bloemfontein, 4th October in Port Elizabeth, 31st October in Durban and concluding on the 13th December 2015 in Johannesburg.

Cornetto Brand Manager Pippa van Breda has this to say of the tour: "We are excited to launch such an exciting campaign that will see Cornetto engaging not only with its fans, but Mi Casa fans alike. The essence of the campaign is to communicate fun, youthfulness and love filled elements. We undoubtedly believe we will be able to create a great experience for our Cornetto fans and dare them to love".

Fans will have ample opportunities to win tickets, VIP upgrades and other great prizes by interacting via the Cornetto and Mi Casa social media platforms.

Visit <https://www.facebook.com/CornettoZA> and/or [www.facebook.com/MiCasaMusic](https://www.facebook.com/MiCasaMusic)

#### **Tour Date and Venues**

4th September 2015 Cape Town, Grand West Casino and Entertainment World

18th September 2015 Bloemfontein, Windmill Casino and Entertainment World



4th October 2015 Port Elizabeth, The Boardwalk Hotel and Casino

31st October 2015 Durban, Sibaya Casino and Entertainment World

13th December 2015 Johannesburg, Carnival City Casino and Entertainment World

Tickets will be sold at Computicket at R120

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For more information on press please contact Thato Tholo from Red Flag Design and Marketing on 011 447 8282

#### **Notes to Editor**

##### **About Cornetto:**

Cornetto is the original packaged ice-cream cone, offering you a product that has an exciting journey of tastes and textures that no one will say no to. From the irresistible crown through the crispy wafer and creamy core, all the way to the high of the chocolate tip, it is the icon of summer love that is always within reach.

<http://www.cornetto.co.za/>

<https://www.facebook.com/CornettoZA>

##### **About Mi Casa:**

Mi Casa is the global sought after soulful house music group that has to date released 2 double platinum selling albums and they are set for a new album release viz Home Sweet Home set for release in October 2015. Mi Casa have of recent been on a sold-out European and North American tour which saw them dish out stellar performances in London, Italy, Portugal and Canada. Mi Casa have continued to cement their name as the best Live act with at the MTV Base African Awards.

<http://www.micasamusic.com/>

<https://www.facebook.com/micasamusic>