

Showbiz star living her dream

O'Brien now 'plays with the big boys'

By LINDILE SIFILE
Entertainment Reporter

FROM organising gigs in down-town East London, the city's showbiz export Sheree O'Brien is now living her dream and playing with the big boys in the music industry in Johannesburg.

The Braelyn-born owner of Splakavellis Artist Management and marketing manager of SoulCandi Records, has become one of the powerhouses on the Johannesburg music scene in just over a year since she

moved upcountry.

Splakavellis last week signed South African hip-hop star Jub-Jub, and the week before that, soul singer Pebbles joined O'Brien's stable.

These two join the likes of DJ Gigs Superstar, Dr Duda, and newly discovered singer Noxolo Hlatshwayo.

Splakavellis also manages tours for singer RJ Benjamin, who was crowned best R&B singer at the 2008 Metro FM Awards.

Besides the workload that comes with manag-

ing artists, O'Brien also has a day job marketing SoulCandi – a leading house brand in SA.

"I work 13 hours a day, and on weekends I'm on the road with my artists, depending on whoever is playing that weekend," she said.

"I hardly sleep on weekends and it's taxing on the body. But I love what I do and I would have stopped a long time ago if I didn't have the passion for it.

"I work so hard and I try to keep a good reputation, (although) I'm good at hassling, too – a good character trait if you are in this line of work," O'Brien told the Saturday Dispatch yesterday.

Jub-Jub, who recently left Xilongani Communications for Splakavellis, signed with O'Brien with the aim of growing his brand.

"I wanted to move to bigger things, and I've heard of the good work she has done for her artists and I wanted to be part of that," said Jub-Jub.

However, for Pebbles, it was O'Brien's honest approach that got her to sign.

"Management is scarce in this country, and someone recommended her and we immediately clicked. She

didn't make any false promises like other people, and her work ethic is similar to mine," said Pebbles.

O'Brien's interest in the industry began in 2001, when she used to organise gigs for Club Corner Pocket in Fleet Street.

She started Splakavellis with DJ Master Jam about a year later.

DJ Master Jam was her first artist, but with many Johannesburg artists performing in East London, her business grew as they took note of her.

"I learned everything I now know from Corner Pocket. There wasn't much entertainment in East London and the industry was tough, but we made things happen by working hard. I deal with promoters on a daily basis and I know all the stresses of the job, thanks to Corner Pocket," said O'Brien.

Jason Ioannides, former owner of Corner Pocket, commended O'Brien for her hard work.

"She is brilliant and worked hard for where she is. We both started this at the same time and she saved me from the stresses that come with organising events," said Ioannides.

—
lindiles@dispatch.co.za



SUCCESS: Sheree O'Brien started her career in East London.

Picture: SUPPLIED

FLIGHT CENTRE
Unbeatable

Airfares

London
return from
R5990*

	return from
Bangkok	R7270*
Cape Town	R1540*
Dubai	R5870*
Frankfurt	R5560*
Hong Kong	R6250*
Johannesburg	R1280*
New York	R9770*
Mumbai	R5770*
Paris	R5450*
Perth	R9370*

Holiday Packages

Drakensberg 2 Nights Self-drive
Based on 8 people sharing. Ref. PK589223 from **R550***

Bali Airfare + 7 Nights
INCLUDES Breakfast daily and return transfers. Ref. PK589224 from **R11140***

Mauritius Airfare + 7 Nights
INCLUDES Breakfast and dinner daily, free land and non-motorised water sports, unlimited skiing, evening entertainment and return transfers. BONUS Kids under 12 stay free when sharing with parents until 30 November 2009. Ref. PK589206 from **R16215***

LOW PRICE PROMISE
We will beat your quote or your booking is free

Call 0860 400 747
www.flightcentre.co.za

'Private hospitals do not deny care'

PRIVATE hospitals provided emergency medical treatment worth tens of millions of rands to poor South Africans every year, the Hospital Association of South Africa (Hasa) said yesterday.

It was responding to claims by South African Communist Party general secretary Blade Nzimande that private hospitals turned away dying patients who did not have money or medical cover.

Hasa chairman Dr Nkaki Matlala said that under the National Health Act, private hospitals were required to stabilise critically ill patients before transferring them to State institutions for further treatment.

In most cases, he said, this was done at the hospital's own expense, and they were not reimbursed by the government.

The private hospital sector also offered free cataract programmes and surgery to

help alleviate backlogs of patients awaiting various specialised surgical procedures.

"It is very important that the truth and facts should not escape us as people seek to popularise the national health insurance."

At an SACP Red October rally last week, Nzimande reportedly called for an end to what he claimed was the private health sector's practice of leaving injured people to die if they couldn't pay. — Sapa

Summer Brides 2009

Warm summer days and breathtaking summer sunsets are here and not surprisingly, it's also the time of year when many couples love to tie the knot.



The Daily Dispatch Summer Bride Special will offer wedding planning tips as well as heaps of information on romantic venues, beautiful wedding gowns, sparkling rings, luscious cakes, catering and bubbles, fabulous honeymoon getaways and everything else that will take a wedding from being simply special to being absolutely perfect.

If your business caters to the bridal market, the Daily Dispatch Summer Bride special on Monday 26 October is the perfect platform to showcase your services and products to the 295 000 readers of the Daily Dispatch.

Whether you offer venues, marquees, suit hire, dress design, jewellery, catering, wedding planning, photography, car hire, beauty and hair, flowers or music this special is for you.

For personalised service and to find out more about our special packages call:

Sundesh 043 702 2289
Cecilia 043 702 2032
Lowther 043 702 2232

LAMINATE FLOORING

TOP QUALITIES AT DISCOUNT PRICES

Natural look 8mm Nature's Gift Exciting new colour range from	R79 ⁹⁵ m ²
TUSK superior residential grade For boutiques, lounges, passages	R84 ⁹⁵ m ²
TUSK heavy commercial grade Suitable for shops and hotels	R105 ⁹⁵ m ²

Commercial Road E. London ☎ 043 743 7770

CarpetMax
 FLOORCOVERINGS