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Proaktive Radio Partners with Nai Fest to Amplify Nairobi's Biggest Urban Culture Celebration

Nairobi, Kenya — Sep 1, 2020 — Proaktive Radio, Kenya's leading youth-driven Online radio station, is proud to announce its partnership with *Nai Fest 2020*, the country's premier urban culture and lifestyle festival. The collaboration will see Proaktive Radio bring unmatched live coverage, exclusive artist interviews, and interactive on-ground activations to thousands of festival-goers.

Taking place on **Nov 7, 2020** at **Ngong' Race Course**, Nai Fest 2020 will feature a diverse lineup of Kenya's hottest musical acts, top DJs, fashion showcases, food vendors, and art installations — all celebrating Nairobi's vibrant creative scene. As the official media partner, Proaktive Radio will deliver pre-event hype, behind-the-scenes access, and real-time updates across its online platforms and airwaves.

"Nai Fest has always been about giving young people a space to express themselves through music, fashion, and art. Partnering with Proaktive Radio allows us to extend that energy to an even bigger audience," said **Bridget Acheng**, Founder of Nai Fest.

"This is more than an event — it's a cultural moment," added **Wairimu Kimotho**, Content Director at Proaktive Radio. "Our goal is to bring the Nai Fest experience to every screen and speaker, whether you're at the venue or vibing from home."

Leading up to the festival, Proaktive Radio will run exclusive ticket giveaways, artist spotlights, and interactive listener challenges, creating buzz and community engagement both online and offline. During the event, the station's team will host live broadcasts from the festival grounds, featuring surprise guest appearances and fan interactions.

About Proaktive Radio

Proaktive Radio is a Nairobi-based digital radio platform dedicated to amplifying the voices, music, and culture of Kenya's youth. Through innovative programming,

interactive social media content, and immersive event coverage, Proactive Radio connects with a vibrant community both locally and globally.

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