

 P.O.Box CT 2320 ACCRA  
 +233 50 155 0000  
 stonebwoyofficial@gmail.com

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For Immediate Release

## **Burniton Music Group Appoints Vida Adutwumwaa Boateng as Head of Public Relations**

Accra, Ghana – March 3, 2025 – Burniton Music Group (BMG), the record label of multiple award-winning Ghanaian Reggae and Dancehall Artiste Stonebwoy, has announced the appointment of seasoned media professional, Vida Adutwumwaa Boateng as its Head of Public Relations.

With over a decade of experience in the entertainment industry and corporate communications space, Vida Adutwumwaa Boateng brings a wealth of expertise in media relations, content strategy, and industry communications.

She began her career as a producer for a radio entertainment show at Peace FM, a subsidiary of the Despite Media Group, and later advanced to the role of Deputy News Editor at United Television (UTV).

As a respected entertainment pundit, Vida has contributed insightful analysis on various entertainment platforms. She has also played a key role in the communications team for the 3Music Awards and other international award schemes, further solidifying her influence in the industry.

Vida holds a Master's degree in International Relations from Swansea University, equipping her with a strong understanding of global media dynamics and strategic communications.

Her appointment is expected to strengthen BMG's engagement with stakeholders, enhance the brand's visibility, and align its communication strategy with international standards.

### **About Burniton Music Group (BMG)**

Burniton Music Group is a leading Ghanaian record label founded by celebrated Reggae and Dancehall Artiste Stonebwoy. The label has played a pivotal role in shaping the African music landscape and continues to champion talent development and global music expansion.

Signed

**BURNITON MUSIC GROUP LIMITED**

Cc: All Media Houses

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