

# Press Release

N'Djamena,  
February 23, 2023  
For immediate release

## OFFICIAL LAUNCH OF THE “ AUNTIES ” by Afrotronix

While **March 8** marks the International Women's Rights Day, the *Aunties* is being officially launched with the release of their very first single "KLA NGA", produced by Afrotronix.



<https://www.youtube.com/watch?v=dqclPjtPd9c>

*The Aunties* is the very first band emerging from the non for profit organization called as well the *Aunties*, which aims at **celebrating, representing and empowering women**.

Formed in 2022, the *Aunties* was born out of a desire to reveal and fully showcase the talent of these inspiring women.

Composed of 9 Chadian women - spotted for their talent and their story - the ***Aunties*** were used to get together and sing, a way for them to share and transcend their experiences through music (singing and calabash), declaiming texts that reflect their personal story: a journey of strong and resilient women, struggling but also thriving through life challenges, developing small businesses to become financially autonomous and lead their life as **independent** women.

Sung in the Sara language, ***Kla Nga*** (in English, *Domestic Wife*) is a song raising awareness on married women's rights and freedom. Through these lyrics, the *Aunties* wish to remind all young girls that they do have rights, including the right to choose, at any time, to follow their dreams, to fulfill their professional ambitions, regardless of the opinion of their husbands and the men around them.

The *Aunties* **full ALBUM**, co-written, arranged, directed and produced by AfrotroniX (Production Sia label) will be released by summer 2023. Its innovative aspect will surprise audiences as it is revisiting traditional Sara songs and the fruit of a co-writing process. This unprecedented

collaboration is bringing up a new way to structure the original songs and opening up the *Aunties* to new ways to compose music.

Through this collaboration, Afrotronix suggests Chadian people to **revisit the way they treat and consider women**, highlighting their strength, talents and potential. Inspired by the *Aunties*'s remarkable charisma and life experiences, this project uses the power of music to call on and gather around a common cause.

The *Aunties* will not only live a unique experience but also build up, through their artist work, a **capital to reinvest** in their own businesses as well as their children's education. To keep it short, a perspective of a better life and a professional and personal fulfillment.

This project is directly intended for women and young girls in order to give them confidence, by concretely showing them **that it is possible** to follow one's dreams and ambitions, regardless of one's age.

The *Aunties* has been made possible thanks to the financial contribution of the European Union and the support of the ACP States Organization, Canada Council for the Arts, as well as the support of Scène D'Ébène and the French Institute in Chad.

## **LINKS**

Website: [www.lesaunties.com](http://www.lesaunties.com)

Facebook: [www.facebook.com/lesauntiesofficial](http://www.facebook.com/lesauntiesofficial)

IG: les.aunties

TikTok: <http://tiktok.com/lesaunties>

YouTube: @lesaunties

Twitter: les aunties

Stream here: <https://orcd.co/klanga>

#aunties

#iya

#afrotronix

#heroines

#letchadaussi

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## Short Bio

*Initiated by Afrotronix, this brand new musical project uses art to celebrate Chadian women strengths, talents, dignity and ambition: a tool dedicated to Women Empowerment.*

The Aunties is the story of 9 Chadian women but it's also the story of many other women. Spotted for their talent "and" their story, the Aunties of N'Djamena are not afraid of speaking their truths and call out for women emancipation through art. The Aunties are the voice of feminine ambition, the vision of a better Chad that recognizes and celebrates the strengths and abilities of women.

## KLA NGA lyrics

- in [Sara](#)
- Translated in [French](#)
- Translated in [English](#)

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Les Aunties est un projet mis en oeuvre par CHAD ART FOR WORLD,  
en partenariat avec SCÈNE D'ÉBÈNE



Ce projet est co-financé par l'Union européenne



Conseil des arts du Canada Canada Council for the Arts

Nous remercions le Conseil des arts du Canada de son soutien. // Au sujet du Conseil des arts du Canada

Le Conseil des arts du Canada contribue au dynamisme d'une scène artistique et littéraire créative et diversifiée, ainsi qu'à son rayonnement ici et dans le monde. Le Conseil est l'organisme public de soutien aux arts du Canada, et son mandat est de « favoriser et de promouvoir l'étude et la diffusion des arts, ainsi que la production d'œuvres d'art ». Ses subventions, services, initiatives, prix et paiements aux artistes, auteures et auteurs ainsi qu'aux groupes et organismes artistiques du Canada soutiennent leur quête artistique, la production d'œuvres d'art, de même que la promotion et la diffusion des arts et de la littérature. Par ses activités de financement, de communication, de recherche et de promotion des arts, le Conseil favorise un engagement sans cesse accru des Canadiennes et des Canadiens et du public international envers les arts. Son Programme du droit de prêt public (DPP) remet des paiements annuels aux créatrices et créateurs dont les œuvres se trouvent dans les bibliothèques publiques canadiennes. Sa Banque d'art administre des programmes de location d'œuvres et favorise l'engagement du public envers les arts contemporains par le biais d'expositions et d'activités de rayonnement. Le Conseil est responsable de la Commission canadienne pour l'UNESCO. La Commission assure la promotion des valeurs et des programmes de l'UNESCO afin de contribuer à un avenir de paix, de réconciliation, d'équité et de développement durable.