



NEWS RELEASE

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(Assistant Director of News Services)

Former Ferris student competes for chance to win own record label

BIG RAPIDS – Adventurous and diplomatic, Ferris State University alumna Makhosazana Ndlovu, better known as Makho, hopes to become one of 10 finalists in the running to win a recording label sponsored by “The Biz.”

“The Biz,” a new Web-based reality show, features contestants from around the world, competing for a once-in-a-lifetime opportunity to found and run their own recording label. The contest began with 50 competitors. Eight contestants have already been selected by judges, but through Friday, Sept. 30, audience members have the chance to decide the fate of two other hopefuls—one female and one male—from a pool of six candidates (three females, three males).

Ndlovu is currently in second place with 34 percent of the votes. If chosen, she will go to New York to compete in the final head-to-head competition along with nine other contestants. The Ferris and Big Rapids communities may cast their votes for Makho Ndlovu at www.thebiz.com.

As a former intern to Damon Dash, co-founder/CEO of Roc-A-Fella Records and a former concert booker, the 23-year-old believes her whole being is defined by music. Born in Zimbabwe, Africa, where her passion for music began, she credits former rap/hip hop artist Biggie Smalls (a.k.a The Notorious B.I.G.) for helping her fit in with the American way of life.

“My friends and I loved music so much that even as little kids we would sit indoors for hours upon hours writing down lyrics to songs and memorizing them,” she said. “A lot of music was banned in Zimbabwe—acts like Salt-N-Pepa had lyrics that the government thought was profane. But that only fueled our interest in the songs...”

Before entering “The Biz” competition, Ndlovu attended Ferris State University for four years during which she participated in debate. In 2003, she was coordinator of special events for Entertainment Unlimited, and in 2004, co-chaired the Mecosta/Osceola United Way student campaign. She is one class away from receiving her bachelor’s degree in business administration and plans to finish either in New York or Indianapolis, depending on the outcome of the competition.

Ndlovu currently resides in Indianapolis, Ind., where she works as an office manager for her mother’s temp agency.

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