

Thousands of music lovers and youth gathered in Nyarubuye sector in eastern Rwanda on Saturday night as “Kirehe Twataramye” held its first-ever edition, bringing major live entertainment to a district rarely associated with large-scale concerts.

The show featured a strong line-up of Rwandan artists, including Massamba Intore, Platini P, Mico The Best, Theo Bosebabireba and Senderi International Hit, who delivered a mix of traditional, gospel-inspired and contemporary sounds to an enthusiastic crowd that stayed late into the night.

Veteran cultural icon Massamba Intore received one of the warmest receptions, showcasing Rwanda’s rich musical heritage through traditional rhythms and poetic storytelling. Theo Bosebabireba connected with the audience through faith-based and socially conscious songs, while Mico The Best and Platini P injected modern pop energy that kept younger fans on their feet.



Veteran cultural icon Massamba Intore entertained the residents of Kirehe District

with some of his best hit songs

Many residents said the concert offered a rare chance to enjoy top-tier live performances without travelling to Kigali, underlining the growing demand for entertainment events outside the capital.



The District Mayor, Bruno Rangira addressing the residents who attended the event to celebrate the festival season

The district has been one of the best performers in the country, both in Imihigo targets and in education. Its strong results reflect the efforts of local leaders and communities in improving schools, services, and overall development, making Kirehe a standout district in Rwanda.

Earlier in the day, the artists joined local leaders in a tourism tour around Lake Nasho and the Nyarubuye rock formations, highlighting Kirehe's natural attractions and its potential to host cultural events linked to domestic tourism.



The District has moved forward with plans to position itself as a tourism hub.

The District Mayor, Bruno Rangira, urged residents to celebrate the festive season responsibly by avoiding harmful behaviour, encouraged them to work hard, improve their livelihoods and maintain good hygiene to prevent disease, while thanking the artists and partners involved in the event.



Security officials said the event passed without incident.

As the year draws to a close, the successful staging of “Kirehe Twataramye” is being seen as a significant step in expanding Rwanda’s live music scene beyond Kigali, with eastern Rwanda emerging as a new destination for major entertainment events.