

## **Junior Jones Group Announces Blackberry Sponsorship of 2011 Stylus Awards**

Toronto, Canada, May 11th, 2011 – Sponsorship consulting agency The Junior Jones Group, is very proud to announce the signing of Blackberry as a sponsor of the 6<sup>th</sup> Annual Stylus Awards taking at the Queen Elizabeth Theatre @ Exhibition Place in Toronto. Each year the Stylus Awards celebrates and recognizes the talents and achievements of Canada's top DJs, recording artists and music producers.

“We are excited to have Blackberry on board for this great event!” says Junior Jones, founder of The Junior Jones Group. “Today mobile devices are an essential tool for communication, social networking, multimedia and conducting business especially amongst this demographic of young, tech savvy professionals and entrepreneurs. Blackberry will be able to really connect with a very influential group of people within the Canadian music industry and its fans alike through this partnership.” Blackberry is the leader in the mobile device industry and continues to deliver innovative and exciting products to the consumer market. Throughout the 2011 Stylus Awards & SpinFest, Blackberry will be showcasing their popular smartphones as well as their new, highly anticipated Playbook tablet device. Also as part of their sponsorship, Blackberry will host the official after party following the awards on May 30<sup>th</sup>, 2011.

The Stylus Awards has featured recent appearances by hip hop superstar Drake as well as other top Canadian artists such as Jully Black, Kardinal Official, Belly, Shawn Desmond, Saukrates and more. This year, a special appearance will be made by none other than international celebrity DJ and music producer Mark Ronson who will be featured as a keynote speaker for the Toronto conference and headline DJ of the official launch party. The show will also pay special tribute to Stylus hall of fame inductees Maestro Fresh Wes and Ron Nelson for their success and positive contribution to the Canadian Hip Hop industry.

### **About The Stylus Group**

The Stylus Awards are a unique facet to the DJ and club culture in Canada. As the only institution recognizing the breadth of DJ talent in Canada; Stylus are able to bring a forum that allows DJs and Canadian Artists to display and perform their talent to the Canadian Music industry. The events throughout SpinFest and the Stylus Awards harbour performances, a national music conference, concerts and local events, all allowing Canadian Artists and DJs to flourish and be recognized. For up to date news, rule regulations, and submission guidelines of the 2011 Stylus Awards and SpinFest presented by Pioneer DJ please visit: [www.stylusgroup.ca](http://www.stylusgroup.ca).

### **About The Junior Jones Group**

The **The Junior Jones Group** is a specialty sponsorship agency providing sales outsourcing and consulting services to organizers of entertainment, sports, fashion, and worthy cause events within but not limited to urban & cultural markets. The company also partners with companies throughout Canada and the U.S. to assist them in selecting sponsorship opportunities that will strengthen their brand awareness and increase the sales of their products and services in this sector. To learn more visit: [www.juniorjonesgroup.com](http://www.juniorjonesgroup.com).

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