

## **Junior Jones Group Signs G-Shock as Sponsors of 2011 Stylus Awards & SpinFest**

Toronto, Canada May 16th, 2011 – The Junior Jones Group is very proud to announce that we have signed on the Casio brand of watches G-Shock, as a sponsor of the 6<sup>th</sup> Annual Stylus Awards taking place in Toronto, Canada at the Queen Elizabeth Theatre. The event celebrates and recognizes the talents and achievements of Canada's top DJs, recording artists and music producers within the hip hop, r&b, and dance genres.

“This is such a great fit!” says Junior Jones, founder of The Junior Jones Group. “G-Shock watches have been a very popular fashion accessory within the hip hop community for several years and this is a great opportunity for them to reinforce their brand's image with the biggest urban based event in Canada. They will definitely benefit from being involved and the attendees will definitely be reminded of the great products they have through various forms of branding and advertising throughout the event.”

To see the great watches from G-Shock or to order online visit: [www.gshock.com](http://www.gshock.com).

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. [www.juniorjonesgroup.com](http://www.juniorjonesgroup.com).

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