

## HP Sponsors 2011 Stylus Awards & SpinFest

Toronto, Canada May 16th, 2011 – The Junior Jones Group is very proud to announce that we have signed on HP 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.

“We are thrilled to have signed HP for this event” says Junior Jones, founder of The Junior Jones Group. “Today computers are an essential tool for communication, social networking and conducting business especially amongst this demographic of young, tech savvy professionals.” HP is the leader in the computer manufacturing industry and continues to deliver innovative and exciting products to the consumer market including their HP Beats laptop specifically created for music and improving the way music should be heard. HP will be showcasing their laptop products throughout the event. As part of their sponsorship, they will host the pre-awards show & concert on May 29<sup>th</sup>, 2011. This event will feature performances by hip hop and r&b artists and feature a number of award presentations. HP will also be sponsoring a number of viral campaigns in the lead up to the show. They also powered the voting page this year which had a record number of votes with more than 13,500 in just 10 days!

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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