

## **Heineken, Vitamin Water & XM Renew as Sponsors for 2011 Stylus Awards**

Toronto, Canada, May 9th, 2011 – The Junior Jones Group is proud to announce the re-signing of Vitamin Water, Heineken and XM Radio for the 2011 Stylus DJ Awards & SpinFest. This is Heineken's 3<sup>rd</sup> consecutive year as a sponsor and the 2<sup>nd</sup> consecutive year for Vitamin Water and XM Radio.

"It's great to have support from all these brands that truly connect with this demographic, each in their own unique way. The direct connection with every one of them is so evident that there's no question it will be a fruitful experience for both the brands and the attendees of the Stylus Awards & SpinFest" says Junior Jones, founder of the Junior Jones Group.

"It feels great to work with brands that understand and support our event and even better to have the Junior Jones Group help in connecting them to us" says Mike Zafiris, Stylus Group co-founder and director.

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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