

## JUNIOR JONES GROUP RE-SIGNS ATHLETES WORLD & HEINEKEN AS SPONSORS OF THE 2010 STYLUS AWARDS; ADDS VITAMIN WATER, XBOX, BEATS BY DRE AND XM RADIO AS SUPPORTING SPONSORS

Toronto, Canada, May 25<sup>th</sup>, 2010 – The Junior Jones Group is proud to announce the re-signing of Athletes World and Heineken for the 2010 Stylus DJ Awards & SpinFest. Both brands have come on board for the second consecutive year which is a great testament to the success of each partnership.

Athletes World is one of Canada's leading sports apparel and footwear retailers and more recently urban fashion, making the Stylus DJ Awards a natural fit to connect with the right consumers. For the second year, select Stylus nominated DJ's played a live in-store set in the run up to the Awards Show in cities across Canada including Toronto, Vancouver, Winnipeg and Halifax as part of the promotion. Heineken, has forever been a popular and preferred beer brand amongst this demographic and having them involved again this year will reinforce the strong connection they have with the Stylus audience.

For the first time, it's great to welcome Vitamin Water, Xbox, Beats by Dre and XM Radio to the Stylus Awards & SpinFest. Vitamin Water has been very successful at marketing via hip hop music through its partnership with 50 Cent therefore it made good sense for them to become involved in one of Canada's biggest hip hop influenced shows. Xbox and DJ Hero were also a natural fit since many of the 21-35 year olds who attend this event as well as many of the DJs are avid gamers and quite competitive at it as well. Beats by Dre has been aggressively marketing their new headphones and with the likes of Dr Dre, Diddy and Lady Gaga promoting the ear pieces, being associated with an event that celebrates and recognizes the DJs playing today's hottest sounds was the perfect opportunity for them. And lastly, XM Radio being a satellite based music carrier knew that partnering up with the Stylus Awards could provide them with great exposure to potential subscribers of their popular pay-per-service radio which includes exclusive content and a number of hip hop channels featuring some of the best DJs in North America.

"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.

"When you look at the brands who are partnering with the Stylus DJ Awards & SpinFest this year, it's no surprise that all of them are not only sponsors but believers in what we are doing. They understand and support our show but more so are involved with their own music activations towards the culture, be it 50 Cent with Vitamin Water, Dr. Dre and Diddy with Monster Cable and Marc Ecko with anything hip hop! 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.

#### About The Stylus DJ Awards

The Stylus DJ Awards, now celebrating its 5<sup>th</sup> anniversary, recognizes the talents and achievements of Canada's top DJs. Each year the event brings together hundreds of attendees including DJs, producers, recording artists, record label executives and tastemakers from across North America. The entire spectacle runs for 4 days and includes a three city conference tour, nomination parties across Canada, theme based events, the awards show and other networking opportunities for DJs and fans of urban music and culture. To learn more visit [www.stylusdjawards.com](http://www.stylusdjawards.com)

#### About The Junior Jones Group

The Junior Jones Group is a premier sponsorship agency providing sales outsourcing and consulting services to organizers of entertainment, sports, fashion, and cause events within but not limited to the urban market. 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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