



**For Immediate Release:
July 8, 2011**

NOMINATE YOUR FAVOURITE ARTISTS!

IRIE MUSIC AWARDS ANNOUNCED

July 29, 2011
Phoenix Concert Theatre
410 Sherbourne St., Toronto
www.iriemusicfestival.com

The **IRIE Music Awards** kicks off the **TD Irie Music Festival** on Friday, July 29th, celebrating some of Canada's best reggae and world music artists. **Special presenter, Donisha Prendergast, the granddaughter of Rita and Bob Marley and the star of the upcoming documentary *RasTa: A Soul's Journey*** will be a part of the night's festivities.

The reggae super group, **L.U.S.T.** - with members **Lukie D, Thriller U, Singing Melody** and **Tony Curtis** - described as the Temptations meet Boys to Men, will be performing at the ceremony. There will also be performances by some of the nominees.

Nominees will be based on categories including Best Reggae, Best Dancehall album, Best Video, Best Producer, Best international Artist or Group; world music categories such as Best Soca Artist, Best Latin Artist/Group and Best African Artist/Group. A jury of music industry representatives will select the winners from the nominations. There's also a People's Choice Award. Voting takes place online at www.iriemusicfestival.com where fans can nominate their choices.

The doors open at 8 p.m., the show begins at 9 p.m and is followed by an after party at 11 p.m with music by **DJ Carl Allen & DJ Mistah Blackz.**

To nominate your selections for this year's Irie Music Award winners go to: <http://iriemusicfestival.com/irie-music-awards/irie-music-awards-2011-nomination-form/>.

Tickets: \$25/Door \$35 in advance at www.ticketweb.ca or for a list of ticket outlets visit: <http://iriemusicfestival.com/irie-music-awards/tickets/>

Please note: Dress code in effect , this is a 19+ event

PUBLIC INFORMATION: 905-799-1630

The TD IRIE Music Festival is a free event that celebrates music, dance, art, food and culture, providing an opportunity to promote a greater understanding between diverse cultures and traditions of Toronto – the world's most culturally diverse city.

Please add this information to your listings.
Images are available upon request or by going to:
www.iriemusicfestival.com

For media information, please contact:

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