



TD IRIE Music Festival Announces Move of Yonge-Dundas Square Program to the Urban Music Festival in November

For Immediate Release – Toronto, Wednesday, July 25, 2012

TD IRIE Music Festival's Yonge-Dundas Square performances have been rescheduled effective immediately. The 10th Annual TD IRIE Music Festival will continue as scheduled on the main stage at **Nathan Phillips Square from Friday, August 3rd through Monday, August 6th, 2012**. Yonge-Dundas Square artists will be given an opportunity to perform at the **Urban Music Festival** which will be held in Toronto from **November 1 through 4, 2012**.

TD IRIE Music Festival Artistic Director and Founder, Phil Vassell made the decision to move the events at the Yonge-Dundas Square location partly in response to the security concerns arising from the recent increase in violence in Toronto. "Given the climate, and our incident free record over the last nine years, we have decided to take a more cautious and prudent approach with this move by enhancing the Urban Music Festival in November with a more fulsome experience," said Mr. Vassell. "We will continue to work hard to bring the City and visitors, our best line-up for our 10th anniversary of the TD IRIE Music Festival."

The **TD IRIE MUSIC FESTIVAL** is delighted to welcome a host of international and homegrown performers to its 10th annual event. Soca super **Fay-Ann Lyons-Alvarez**, Studio One pioneer and legendary vocalist, **Dawn Penn**, and celebrating their remarkable 35th Anniversary, reggae super-group **Third World** all return this season. Reggae musician *Richie Spice, one of Jamaica's hottest singers is also heading to Toronto to celebrate IRIE's 10* remarkable years.

In addition to the musical presentation, the **dance Immersion Summer Showcase** presents **Harambee Dance Company** (New York), **Kashedance**, **Elite Dance Company**, **Michelle Muir**, **Vivine Scarlett** and **Beyond Sound Empijah** in their 10th Annual IRIE Festival presentation. A **TD IRIE ART EXHIBITION** exhibit that features the work of multi-disciplinary Caribbean artisans **Hollis Baptiste**, **Sherman Jones**, **Denniston Ewan**, **Michael Chambers**, **Alex Plata** and **Carl Cassel**. This exhibit takes place in the **City of Toronto Rotunda**, adjacent to **Nathan Philips Square** from **7:30 a.m. to 9:30 p.m., from Saturday, August 4 through Monday, August 6**.

The **TD IRIE Music Festival** is a **FREE** multi-day, family, friendly festival showcasing some of today's top reggae music acts. The festival offers several on-site attractions and cultural activities designed to showcase from Reggae to Salsa, Soul to African; dance from the African Diaspora presented in association with dance Immersion, spoken word/literature, visual arts exhibition, delicious tropical food & drinks and more. Early this month, **TD IRIE Festival Mississauga** drew a crowd of 15,000 people during its first annual presentation at **Mississauga's Celebration Square**. For more information please visit www.iriemusicfestival.com

MEDIA INFORMATION - Victoria Lord, VLPR INC.: T: [416-484-9047](tel:416-484-9047)|E: Victoria@vlpr.com