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May 31, 2008

S³ PACIFIC MUSIC AWARD WINNERS ANNOUNCED

Te Vaka and Scribe lead the list as Pacific music celebrates bumper year

Te Vaka and **Scribe** have taken double honours at the S³ (pron: ess-cubed) Pacific Music Awards 2008 announced tonight (May 31) in Manukau City.

Te Vaka was honoured with the Radio 531pi Best Pacific Group award and the coveted Tui for the S³ Best Pacific Music Album for '*Olatia*'.

It's the second Best Pacific Album award for the 11-piece band whose music is inspired by the Pacific Islands. Te Vaka took out the Tui award in 2004 for '*Tutuki*'.

To acknowledge the band's Tui win, Te Vaka will also be honoured at the New Zealand Music Awards in October.

New Zealand's leading hip hop artist, Scribe has taken out the NZ Music Commission Best Pacific Male Artist Award for his second album '*Rhyme Book*'.

Malo Luafutu (a.k.a Scribe) is also a co-winner with Tyra Hammond, Aaron Lusitini and Jordan Lusitini for '*Say It Again*' (published by Mushroom Music) which has prevailed in the APRA Best Pacific Song category.

Other winners at the S³ Pacific Music Awards 2008 are:

- **Cydel** took out the award for Niu FM **Best Pacific Urban Artist** for '*Soul Finder*'
- **Three Houses Down** picked up the Manukau City Council **People's Choice Award – Best Pacific Artist**.
- **Lole** takes out the Counties Manukau District Health Board – Smokefree **Best Pacific Female Artist** for '*The Movement*'.
- The Ministry Of Pacific Island Affairs **Lifetime Achievement Award** went to **Sione** 'King of Ukulele' **Aleki**.
- Singer, songwriter and producer **Matthew Salapu Faiumu** won The **Phillip Fuemana** Award.



Pacific Music Awards chairperson the Rev Mua Strickson Pua says the S³ Pacific Music Awards 2008 acknowledges the contribution of Pacific Music to the economies of New Zealand and our Pacific nations.

“Pacific music has been a trail blazer for race relations, social responsibility, and expressing human joy in Aotearoa and throughout the Pacific region. Our music continues to be the fresh face of Aotearoa New Zealand for the global economy.”

RIANZ CEO Campbell Smith says RIANZ is proud to support the Pacific Music Awards as the home of the Tui for Best Pacific Music Album.

“It has been another amazing year for Pacific music and this year’s results reflect a growing diversity in the Pacific fraternity which in turn makes for a very healthy music industry.”

The fourth annual Pacific Music Awards were held at Manukau City’s TelstraClear Pacific venue and celebrate Pacific music and artists.

The audience was treated to dynamic live performances by Pacific music stalwarts and newcomers alike including Nesian Mystik, Three Houses Down, Cydel, Lole Usoalii, Julie Ta’ale, Kas Futialo and Vaniah Toloa.

Issued for the Pacific Music Awards Trust by Pead PR

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2008 S³ Pacific Music Awards Finalists & Winners

The full list of finalists for the 2008 S³ Pacific Music Awards is:

Counties Manukau District Health Board – smokefree BEST PACIFIC FEMALE ARTIST

Delani “Butterflies”

Lole ‘The Movement’ - *Winner*

Zeisha Fremaux ‘Secret Game’

NZ MUSIC COMMISSION BEST PACIFIC MALE ARTIST

Scribe ‘Rhyme Book’ - *Winner*

Kas Futialo ‘Lokokasi’

Vaniah Toloa ‘E Le Galo Oe’

NIU FM BEST PACIFIC URBAN ARTIST

Cydel ‘Soul Finder’ - *Winner*

PNC “PN Whoa!”

Scribe ‘Rhyme Book’

RADIO 531PI BEST PACIFIC GROUP

3 Houses Down ‘Dreadtown’

Cydel ‘Soul Finder’

Te Vaka ‘Olatia’ - *Winner*

APRA BEST PACIFIC SONG

3 Houses Down “DandyMan” (Puriri/Pome'e)

Ill Semantics feat Adeaze “Take It Slow” (Arona/Moore/Tupa'i/Tupa'i/Holmes)

Scribe “Say It Again” (Luafutu/Hammond/Iusitini/Iusitini/Mushroom Music Publishing) - *Winner*



S³ BEST PACIFIC MUSIC ALBUM (Tui Award)

3 Houses Down 'Dreadtown'

Cydel 'Soul Finder'

Te Vaka 'Olatia' - *Winner*

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