



S³ Pacific Music Awards - *celebrating pacific music*

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The countdown is on to the 2010 S³ Pacific Music Awards!

Pacific music celebrates its sixth year of presenting its best loved talent to the nation with an updated award catalogue for 2010.

The annual S³ Pacific Music Awards take to the stage in May with the annual event adding a new category and certificate, and a redesigned website.

Entries are now open for the awards which have added a gong for radio airplay and recognition for the promotion of Pacific language.

Entries close on February 22 and the finalists are due to be announced on April 21 with an event at the Manukau City Council Civic Centre. The awards are to be presented on May 29 at the TelstraClear Pacific Events Centre in Manukau.

The S³ Pacific Music Awards were first held in 2005 to acknowledge the success of Pacific artists in New Zealand, celebrate and promote excellence in Pacific music and encourage young Pacific musicians to aspire to higher levels of achievement.

The world class event is full of swagger and style, including live performances making for one of Manukau City's biggest nights out.

"The wonderful work of our Pacific musicians, and their huge support for the awards, has helped to sustain and nurture both our culture and Kiwi music," says trust spokesperson, Rev. Mua Strickson-Pua.

"We simply love coming together to celebrate our music and our people, and the event is a showcase for the good work that music does providing a focus for the benefit of our culture."

S³ has for the third year again stepped up to the mark and is the naming rights sponsor of the awards.



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S³ (pron. ess-cubed) is a Pacific community initiative dedicated to promoting road safety among young drivers and pedestrians. It aims to reduce the risk, hospitalisation rates and harm that road accidents have on the nation's Pacific people.

The event is also supported by associate sponsor the Manukau City Council and award category sponsors APRA, the NZ Music Commission, Niu FM, Radio 531pi, NZ On Air, Manukau Institute of Technology, Pacific Blue and supported by TelstraClear Pacific.

The nominations for the S³ Pacific Music Awards are for recordings released during the 2009 calendar year with full terms and conditions available on the awards website.

Awards are being presented for the following categories: Pacific Group, Gospel Album, Urban Artist, Female Artist, Male Artist, Pacific Song. And the revered Tui is being presented for the Pacific Music Album.

Four awards are also made for People's Choice of Best Pacific Artist, Lifetime Achievement, the Phillip Fuemana Award for Most Promising Artist and the Radio Airplay Award. Nominations are not accepted for these awards.

Key dates for 2010 are:

Entries open: January 8

Entries close: February 22

Finalists announced: April 21

Awards presented: May 29.

All details for the event are available on the awards' newly-designed website at www.pacificmusicawards.org.nz.

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Issued for the Pacific Music Awards Trust by Pead PR

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