



S³ Pacific Music Awards - celebrating pacific music

EMBARGO: NOT FOR DISTRIBUTION, BROADCAST OR PUBLICATION BEFORE 8.00PM ON WEDNESDAY APRIL 21 AFTER THE PACIFIC MUSIC AWARDS FINALISTS ARE ANNOUNCED. PLEASE DON'T CONTACT ANY OF THE FINALISTS UNTIL AFTER EMBARGO HAS PASSED.

News release
April, 2010

finalists - 1

PACIFIC MUSIC AWARDS FINALISTS ANNOUNCED

Te Vaka nabs four finals spots

The finalists for the 2010 S³ Pacific Music Awards have been announced with Pacific legends **Te Vaka** named in four categories and **Three Houses Down** and **Malcolm Lakatani** each named in three categories.

Te Vaka is a finalist for its sixth album 'Haoloto' in the Radio 531 PI Best Pacific Group and the S³ Best Pacific Music Album categories. 'Haoloto' has also earned **Te Vaka** a finalist position in the Recognition and Promotion of Pacific Language category, new this year.

Te Vaka's fourth finalist spot is in the APRA Best Pacific Song category for the single 'Te Mavaega'. **Te Vaka's** combination of musicians and dancers from Tokelau, Tuvalu, Samoa, Cook Islands and New Zealand presents a rich, luscious mix of Polynesia's ancient culture to the modern world.

South Auckland reggae group **Three Houses Down** is a finalist for the album 'Break Out' in the Radio 531 PI Best Pacific Group and S³ Best Pacific Music Album categories.

The lush vocal harmonies, conscious lyrics and sun-drenched melodies of the single 'Kanikapila' has earned the band a place as finalist in the APRA Best Pacific Song category.



S³ Pacific Music Awards - *celebrating pacific music*

Battling against the bands in the APRA Best Pacific Song category is West Auckland school teacher **Malcolm Lakatani**. His single 'Nukututaha' has cleverly combined traditional Niuean music with contemporary hip beat and R&B flavour.

Lakatani's debut album 'Quote Unquote' has earned him two finalist spots in the NZ Music Commission Best Pacific Male Artist and Recognition and Promotion of Pacific Language categories.

Altogether 13 artists and groups have been announced as finalists at a function in Manukau City tonight (21 April) hosted by His Worship Mayor Len Brown, Manukau City Council and the Pacific Awards Music Trust.

Also up for more than one award are South-Auckland hip-hop trio Smashproof, R&B sensation J. Williams, and hip-hop heavy weight Savage.

Smashproof and J.Williams go head to head against Savage in the hotly contested Niu Fm Best Pacific Urban Artist category.

Savage is also a finalist in the S³ Best Pacific Music Album category for his album 'Savage Island'. The winner of the category is presented with a Tui and recognised at the New Zealand Music Awards in October.

"The S³ (pron: ess-cubed) Pacific Music Awards 2010 finalist list is a mamalu of previous winners and finalists with fresh new entrants covering a variety of music from new reggae sounds and traditional Pacific language music to Pasifika hip hop," says Pacific Music Awards Trust spokesperson Rev. Mua Strickson-Pua.

"We welcome again, for the third year, our naming rights sponsor - S³ - a project dedicated to the survival of our young people on the roads of Aotearoa and a positive message that the Pacific Music Awards Trust is delighted to support."

The awards are in their sixth year and winners are to be announced at an event celebrating and honouring Pacific music and artists at Manukau City's TelstraClear Pacific venue on May 29.



S³ Pacific Music Awards - celebrating pacific music

Two new award categories added to the annual event this year are NZ On Air Radio Airplay and Recognition and Promotion of Pacific Language.

The Manukau City Council People's Choice Award was introduced to the line-up for the Best Pacific Artist in 2008 and is in the mix for a third year. All category finalists are eligible for the award with the public able to vote by logging onto www.pacificmusicawards.org.nz.

Tickets for the awards ceremony are available from May 1 through TicketDirect. www.ticketdirect.co.nz

0800 224 224

(Please note a booking fee may apply)

The full list of finalists for the 2010 S³ Pacific Music Awards is:

PACIFIC BLUE BEST PACIFIC FEMALE ARTIST

Bella Kalolo "Walk to Change"

Erakah "Wonderful"

MzJ "That Gurl"

NZ MUSIC COMMISSION BEST PACIFIC MALE ARTIST

J. Williams 'Young Love'

Malcolm Lakatani 'Quote Unquote'

Savage 'Savage Island'

NIU FM BEST PACIFIC URBAN ARTIST

J. Williams 'Young Love'

Savage 'Savage Island'

Smashproof 'The Weekend'

RADIO 531PI BEST PACIFIC GROUP

Smashproof 'The Weekend'

Te Vaka 'Haoloto'

Three Houses Down 'Break Out'



S³ Pacific Music Awards - celebrating pacific music

APRA BEST PACIFIC SONG

Malcolm Lakatani “Nukututaha” (Malcolm Lakatani/Napa Lakatani)

Te Vaka “Te Mavaega” (Opetai Foa’i)

Three Houses Down “Kanikapila” (Tonga Vaea & Three Houses Down)

RECOGNITION & PROMOTION OF PACIFIC LANGUAGE

Malcolm Lakatani ‘Quote Unquote’

Te Vaka ‘Haoloto’

Tony T ‘My Niue’

BEST PACIFIC GOSPEL ALBUM

Ivoga Green & Niu Ta’ala ‘Quiet Intensity’

Mutalau Ululauta Matahefonua Trust Taofi Lologo Tolu, Tau Lologo Tapu Tokiofa Mutalau’

Purpose Defined ‘Called To Battle’

S³ BEST PACIFIC MUSIC ALBUM

Savage ‘Savage Island’

Te Vaka ‘Haoloto’

Three Houses Down ‘Break Out’

The following awards have no finalists and winners are announced at the ceremony:

- **MANUKAU INSTITUTE OF TECHNOLOGY LIFETIME ACHIEVEMENT AWARD**
- **PHILLIP FUEMANA AWARD – MOST PROMISING PACIFIC ARTIST**
- **NZ ON AIR RADIO AIRPLAY AWARD**

The 2010 S³ Pacific Music Awards are supported by the following generous sponsors:

S³ - Slower Sober Safer, Manukau City Council, APRA - Australasian Performing Right Association, New Zealand Music Industry Commission, Niu Fm - Beat of the Pacific, Radio 531PI, Manukau Institute of Technology, Pacific Blue, NZ On Air, TelstraClear Pacific Events Centre, Stebbings Recording Studio

ends



S³ Pacific Music Awards - *celebrating pacific music*

Issued for the Pacific Music Awards Trust by Pead PR

Contacts:

PMAT Spokesperson, Rev. Mua Strickson-Pua, Tel: 0-9-377 7782,

Mob: 021 141 8798 stricksonpua@xtra.co.nz

PMAT Contact Person, Petrina George, Tel: 0-9-623 4717,

Mob: 0272 451 898, info@pacificmusicawards.org.nz

Amy Davidson, Pead PR, Tel: 0-9-918 5586;

Mob: 021 903 228, amy@peadpr.co.nz

Candice Bowen, Pead PR, Tel: 0-9-918 5534;

Mob: 021 075 7911, candice@peadpr.co.nz