



S³ Pacific Music Awards - celebrating pacific music

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News release
29th May 2010

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S³ PACIFIC MUSIC AWARD WINNERS ANNOUNCED

Three Houses Down takes top two at the S3 Pacific Music Awards

Pacific music celebrates another bumper year with South Auckland's **Three Houses Down** taking home two top awards at the S3 (pron: ess-cubed) Pacific Music Awards 2010 announced tonight (May 29) in Manukau City.

Three Houses Down picks up the coveted Tui for the S³ Best Pacific Music Album '*Break Out*' which sees them honoured at the Vodafone New Zealand Music Awards in October.

The band also wins the APRA Best Pacific Song Award for the single '*Kanikapila*'.

Hailed as the new princess of R&B, soul diva **Erakah** receives the award for Pacific Blue Best Pacific Female Artist for her single '*Wonderful*' while **J. Williams** picks up the award for NZ Music Commission Best Pacific Male Artist for his debut album '*Young Love*'.

Te Vaka take out two categories including the Radio 531PI Best Pacific Group and Recognition & Promotion of Pacific Language Awards.

Other winners at the S³ Pacific Music Awards 2010 are:

- **Savage** picks up the award for Niu Fm Best Pacific Urban Artist for '*Savage Island*'



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- Best Pacific Gospel Album is awarded to **Ivoga Green & Niu Ta'ala** for *'Quiet Intensity'*
- The Manukau Institute of Technology Lifetime Achievement Award goes to **Ardijah**
- The Phillip Fuemana Award goes to **Luap**
- The NZ on Air Radio Airplay Award goes to **Smashproof** for *'Brother'*

Pacific Music Awards Trust chairperson Rev Mua Strickson-Pua says that despite the challenges of the past year, the award winners truly highlight the success and achievements of Pacific music artists within the industry.

"It has been a difficult year for our Pacific region with Tsunamis and various disasters. Yet our Pacific Music Industry and communities have been working together with numerous Pacific concerts for our villages, communities and island nations.

"The 2010 Pacific Music Awards mark another historic development of our Pacific music industry in Aotearoa, with its support and commitment to rebuilding shattered lives, reconstruction of our nations and serving our Pacific region.

"This is reflected by the nominations and winners of 2010 who serve our families and communities, perform our music for healing and celebration, and is also about the Alofa for our people. Recently we truly have had a reflective time to mourn, farewell and celebrate our Pacific people."

Campbell Smith, CEO of RIANZ, says **Three Houses Down** is a worthy recipient of the Tui for Best Pacific Album. *"Three Houses Down is a band that represents not only Pacific music, but great New Zealand music and we're pleased to be able to recognise their excellent work with the Tui in 2010."*

The S³ Pacific Music Awards also honoured Ardijah with the Manukau Institute of Technology Life Time Achievement Award. Rev Mua Strickson-Pua described Ardijah as a group who have a history of professional and cultural achievements of excellence, whose contribution to the New Zealand Music Industry, Aotearoa's



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multicultural musical identity and service to Maori and Pacific Nations communities is acknowledged by this award.

The Manukau City People's Choice Award was not made this year because of an irregularity in the voting which compromised the results.

The audience was treated to dynamic live performances by both established and rising Pacific music stars including Tapanui Motions, Malcolm Lakatani, Smashproof, Illegal Musik, Te Vaka and a Dawn Raid showcase. There were also special tribute performances, by Christina Fuemana with Sweet & Irie for for Pauly Fuemana, and Adeaze performing their rendition of "Watching U" to honour Ardijah.

The Pacific Music Awards Trust acknowledged Pauly Fuemana, who passed away earlier this year, for his contribution to Pacific music and international achievement. Pauly's immediate family were on stage to honour him.

The sixth annual S³ Pacific Music Awards are announced at Manukau City's TelstraClear Pacific Centre to celebrate Pacific music and artists.

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Issued for the Pacific Music Awards Trust by Pead PR

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

PACIFIC BLUE BEST PACIFIC FEMALE ARTIST

Erakah "Wonderful"

NZ MUSIC COMMISSION BEST PACIFIC MALE ARTIST

J. Williams 'Young Love'

NIU FM BEST PACIFIC URBAN ARTIST

Savage 'Savage Island'

RADIO 531PI BEST PACIFIC GROUP

Te Vaka 'Haoloto'

APRA BEST PACIFIC SONG

Three Houses Down "Kanikapila" (Tonga Vaea & Three Houses Down)

RECOGNITION & PROMOTION OF PACIFIC LANGUAGE

Te Vaka 'Haoloto'

BEST PACIFIC GOSPEL ALBUM

Ivoga Green & Niu Ta'ala 'Quiet Intensity'

S³ BEST PACIFIC MUSIC ALBUM

Three Houses Down 'Break Out'

***MANUKAU INSTITUTE OF TECHNOLOGY LIFETIME
ACHIEVEMENT AWARD***

Ardijah

PHILLIP FUEMANA MOST PROMISING ARTIST

Luap

NEW ZEALAND ON AIR RADIO AIRPLAY AWARD

Smashproof 'Brother'