

Hip Hop's Finest Come Together for Justo Mixtape Awards

Written by Robert ID3137

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The urban community will gather at the world famous Apollo Theater on Thursday, December 7, 2006 at 7:00 p.m. to celebrate the 10th Annual Justo Mixtape Awards. The ceremony will be hosted by Hip Hop DJ pioneer, Red Alert.

The first of its kind, the Mixtape Awards celebrates and honors deejays for breaking new records and artists and creating promotional brand buzzing tools. The brainchild of hip hop legend Justo Faison, a music industry marketing and promotion veteran, the Mixtape Awards was created to bring attention and recognition to the mixtape subculture, often the first stop for new hip hop artists, both signed and unsigned.

Solidifying its hold on the urban culture, while broadening its audience, this year new categories have been added to the ballot. The new categories include: Best International DJ, Best Raggaeton Mixtape DJ, Best Reggae Mixtape DJ and Best Mashup Awards.

Sponsoring this year's event will be the The Source, MTV2, Power 105.1 and Mixunit.com. Loud Records founder and hip hop marketing mogul, Steve Rifkind will be awarded, Mixtape Top Executive and Lifetime Achievement Award for a Special Edition: Justo's Mixtape Awards 2006, set to air on Sucker Free Sundays.

Spinning during the legendary event will be trailblazing hip hop DJ's Kid Capri and Brucie B.

This year's nominees include DJ's Green Lantern, Clinton Sparks, Camilio and Drama, while hip hop and rap artist nominations include Game, Chamillionaire, Jeezy, Young Buck and Papoose, to name a few. For a complete nominee listing and to vote for your favorite DJ, please log on to www.themixtapeawardsonline.com

The world famous Apollo Theater, a New York City and New York State landmark, will host this year's event and continues to celebrate and promote the cultural heritage and performance traditions of communities of color, while preserving and building upon the theater's rich history and serving as a cultural and educational resource for the community and the public at large.

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