

Soooooul Train Inks Deal with VH1

Written by Robert ID1962

Wednesday, 05 October 2005 05:45 -

Hip-Hop, R&B and Soul music's Don Cornelius and VH1 have signed an agreement which secures the network special rights to air the 10th Annual Soul Train Lady of Soul Awards, the 8th Annual Soul Train Christmas Starfest, and the 20th Annual Soul Train Music Awards after the specials' initial syndication across various VH1 channels in both the U.S. and the U.K., including VH1, VH1 Classic, VH1 Soul and VH1 UK.

The 10th Annual Soul Train Lady of Soul Awards will premiere on VH1 this Saturday, October 15, at 9:00 p.m.*

"VH1 has been looking to work with Don Cornelius and Soul Train for ages," said Ben Zurier, Senior Vice President, Programming Strategy, VH1. "Soul Train is a premium brand in the worlds of R&B, Hip-Hop, and Soul, and its expertise in what's hot today and what we love from the past is a perfect fit with what we do at VH1."

Soul train is the longest running music oriented program in American television history -- this fall, celebrating thirty-four (34) consecutive seasons on the air in first-run, national syndication -- while remaining committed, throughout, to its original purpose of keeping soul music alive -- and broadening its appeal, through increased exposure on television.

*all times ET/PT and subject to change

Visit VH1 at <http://www.VH1.com> .