

GM Teams Up With Soul Train Music Awards

Written by Robert ID965

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General Motors has announced its partnership with the 19th Annual Soul Train Music Awards. The Soul Train Music Awards honors the best Rhythm & Blues, Rap/Hip-Hop and Gospel recordings of the year. As a principal advertising sponsor, GM will be the official presenter of the very coveted "Quincy Jones Award for Outstanding Career Achievements" when the Annual Awards show is videotaped at Paramount Pictures Studios in Los Angeles.

"We're delighted that General Motors is a major advertising sponsor and the official presenter of such a prestigious award," said Don Cornelius, Soul Train creator and executive producer. "The Quincy Jones Award for Outstanding Career Achievements honors career-long artistic contributions to the music industry."

The award will be presented to gifted superstar Ice Cube (O'shea Jackson) for his contributions to rap/hip-hop and the film industry.

We're thrilled to be a sponsor of this year's Annual Soul Train Music Awards," said Mike Jackson, regional general Manager for GM's Western Region. "Soul Train has inspired generations of music fans from coast to coast and Don Cornelius has been at the cutting edge of the music industry for more than 30 years. We're pleased to support this year's awards show. "

The collaboration with the Soul Train Music Awards is part of GM's California growth strategy and Find Your Style campaign - an integrated outdoor and online advertising campaign that addresses the styles and unique personalities of Californians.

"GM has a product for every consumer in California," said Jackson. We have a vehicle to fit every price, purpose and personality."

The Find Your Style campaign was launched in 2004 with an interactive website - www.findyourstyle.com - that prompts visitors to the site to select a GM vehicle based on their own unique personality and lifestyle. Some of GM's most popular vehicles will be on display as guests, presenters and performers arrive for the awards show taping.

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An extraordinary quartet of superstar performers will serve as co-hosts of the 2005 Soul Train Music Awards including, Motown Records" Brian McKnight, 2004 American Idol Champion Fantasia Barrino, film and hip-hop music star Nick Cannon and "The Simple Life" co-star Nicole Richie.

The 19th Annual Soul Train Music Awards will be broadcast in first run, national syndication on March 12 through Tribune Entertainment Company Distribution.