



INTERNATIONAL HIP HOP ARTISTS *LIL JON, FAT JOE, BABY BASH* AND AUSSIE ROCKERS *THE VINES* HEAD TO CHRISTCHURCH TO HEADLINE *MTV SNOW JAM*

***MTV SNOW JAM* SET TO TAKE PLACE ON SATURDAY AUGUST 16TH AT TERRACE DOWNS RESORT NEAR MT HUTT**

TRANSPORT, MAPS AND FURTHER EVENT DETAILS ARE AVAILABLE VIA MTV.CO.NZ

MEDIA RELEASE

AUCKLAND, NEW ZEALAND, Monday August 4, 2008: Christchurch will experience an invasion of heavyweight musicians when **US hip hop stars Lil Jon, Fat Joe and Baby Bash** as well as **Aussie Rockers The Vines** fly in to perform at the upcoming 2008 **MTV Snow Jam**. They join other local and international artists including **Donavon Frankenreiter, The Grates, The Potbelleez, Cut Off Your Hands, P-Money, PNC, David Dallas** and local boys **Opshop** on **Saturday August 16**, at **Terrace Downs Resort**, near **Mt Hutt**. Gates will be open from **12pm** for Christchurch locals and visiting fans wanting to secure pole positions at the **free concert with further event, map and transport details available on line at mtv.co.nz**.

“The overwhelming interest from talent this year has seen the line-up for **MTV Snow Jam** expand so much so that it now has almost twice the number of performers than originally anticipated.” said **Colin Blake, MTV Networks Australia and NZ, Director of Marketing, Communications and Talent Artist Relations** “We have more performers this year than we’ve ever had for this event – I mean it’s not hard to understand why with the unique location, the spectacular snow experience and the chance to perform in the gig of a lifetime.”

Christchurch “New Zealand’s Tourism Gateway” will be the first port for artists and fans who will converge on the city for an action packed weekend of music and winter sports for **MTV Snow Jam**. This free annual music event set against spectacular NZ landscape is produced by **MTV Australia and NZ** for broadcast locally and internationally, with 27 countries already interested in airing the show.

Christine Prince, of Christchurch and Canterbury Tourism says: “I encourage all of the Christchurch/Canterbury region to get down and witness what will be a truly world class event. Christchurch is proud to play host to so many international and local artists flying into town for the event, and I’m sure the fans will be thrilled to have them in their own back yard!”

Viewers of the **2008 MTV Australia Awards** were the first to welcome home **The Vines** as they took to the stage in April to perform their new single, '**He's a Rocker**' for the very first time. The band's return to the airwaves was the most highly anticipated comeback for any group this year. The band didn't fail to deliver and their single has been on high-rotation for several months. Their 4th album **Melodia** has already created quite a stir amongst fans and industry insiders, with reviewers calling it the best album since **Highly Evolved**. With a reputation for high-octane garage-rock, steam will be rising from a thumping crowd as **The Vines** perform in the icy conditions at **MTV Snow Jam**.

The self proclaimed 'King of Crunk' **Lil Jon**, is spreading the word on his well crafted signature style, 'Crunk' (a fusion of Bounce, Disco, Southern Hip-Hop and Bass). **Lil Jon** has been in demand as a producer and 'beatSmith' for years, and his recent solo efforts as a rapper has proved this talent has no sign of slowing down.

Since first appearing on the American hip-hop scene over a decade ago, **Fat Joe** has earned himself a spot amongst the most prominent MCs across the globe. Hailing from New York, **Fat Joe** has worked with the biggest names in the business, including **Eminem, Nas, Diddy** and **Nelly**. With a string of hits under his belt, **Fat Joe** will head to New Zealand to perform at the third annual **MTV Snow Jam**.

California native **Baby Bash** is fast becoming one of the hottest R&B artists in the music industry. Having recently swept the digital music scene by storm with 5.1 million profile views, **Bash** has topped the list as the #1 Latin artist on MySpace. **Baby Bash** is the name that's on everyone's lips and after recently collaborating with fellow performer **Lil Jon**, **Bash** will be amongst friends and fans at **MTV Snow Jam**.

For those who miss the action of **MTV Snow Jam**, tickets will be available to **Fat Joe, Lil Jon** and **Baby Bash's** only New Zealand side-show in Auckland on **Sunday 17 August**. Head to www.mtv.com.au for more details.

Fans wanting to attend **MTV Snow Jam** at **Terrace Downs** are encouraged to arrive early with gates to the event opening at 12:00pm with performances starting at approximately 3:00pm. The Christchurch i-SITE Visitor Centre in Cathedral Square will sell return bus tickets for \$35.00 per person. Bus tickets can also be booked via ph: (03) 379 9629. Buses will depart Cathedral Square, Christchurch from 12.30pm, arriving at Terrace Downs from 1.30pm. The buses will be returning back to Christchurch from Terrace Downs from 8.30pm. Admission to the festival is free with onsite parking provided for a fee of \$10. Food and beverage will also be available to purchase at the event.

MTV Snow Jam 2008 is sponsored by **Export Gold** and **Relentless**.

THE MTV SNOW JAM SPECIAL WILL AIR ON MTV NZ

SATURDAY SEPTEMBER 6 AT 1PM.

For more information on MTV Snow Jam head to www.mtv.co.nz or www.myspace.com/mtvsnowjam

For more information on Terrace Downs head to www.terracedowns.co.nz

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About MTV Snow Jam: Snow Jam is an event limited to people 16 years and older, ID will be required for entry. Gates open at 12:00pm with performances starting at approximately 3:00pm. Capacity is limited to the first 10,000 attendees and early arrival is suggested to ensure entry. Admission to the festival is free with onsite parking provided. MTV encourages responsible use of alcohol and has organised bus transportation from Christchurch city centre. Food and beverage is available to be purchased on site. This will be a televised event and by entering the venue, attendees accept their image could be used in a broadcast.

About MTV New Zealand: MTV NZ is a 24-hour music and entertainment channel targeting 15 -29 year olds on SKY Digital channel 60 and SKY Mobile TV on Vodafone 3G. Visit www.mtv.co.nz for more details.

About MTV Networks International includes the premier multimedia entertainment brands MTV: Music Television, VH1, Nickelodeon, TMF (The Music Factory), VIVA, Comedy Central and Game One seen in 420 million households in 164 countries and 18 languages via 104 locally programmed and operated TV channels and 90 Web sites. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing & merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom International Inc. (NYSE: VIA, VIA.B).