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SIARAN BERITA

Jelajah Promosi AIM18 ke Plaza Alam Sentral

Akan disiarkan secara LANGSUNG di Gerbang AIM melalui Astro Ria (Saluran 104)

03 Oktober 2011, Kuala Lumpur - Jelajah promosi rancangan anugerah muzik terunggul tanahair, 'Anugerah Industri Muzik' (AIM), akan singgah di Plaza Alam Sentral hujung minggu ini.

Tahun ini merupakan yang ke-18 untuk AIM dan jelajah promosi AIM18 akan memperkenalkan barisan artis yang terdiri daripada pencalon edisi ke-18 anugerah tersebut. Jangan ketinggalan ke jelajah promosi AIM18 di Plaza Alam Sentral pada 8hb dan 9hb Oktober ini dengan kehadiran artis ternama. Pencalon AIM18 yang hadir tentunya akan menghangatkan lagi suasana dengan petikan muzik dari pelbagai genre, dari muzik *rock* alternatif, balada ke etnik, nasyid dan pop.

Jelajah promosi di Plaza Alam Sentral ini juga akan turut disiarkan secara langsung melalui rancangan Gerbang AIM di Astro Ria (Saluran 104). Saksikan persembahan artis seperti Amirah Ali, Project Pistol, Mirwana, Kyoto Protocol, James Baum, Devotees, Castury, Saujana, Nowseeheart dan Zalee Redang. Antara artis lain yang turut serta ialah artis 3 Suara seperti Jaclyn Victor, Ning dan Shila serta Nora & VOU, Mawi dan Akhil Kayy, dan Nazrey. Peminat juga turut berpeluang berkenalan dengan artis kegemaran mereka semasa sesi autograph dan gambar. Jelajah promosi AIM18 bermula dari pukul 11 pagi hinggalah ke 8 malam di setiap lokasi.

Dicetuskan oleh Celcom, jelajah promosi AIM18 ini bukan sahaja dibarisi artis tetapi juga dipenuhi dengan aktiviti dan pelbagai hiburan serta peluang untuk memenangi hadiah percuma dan tiket ke malam berprestij anugerah AIM18 yang diadakan secara langsung di Stadium Putra, Bukit Jalil, pada 12^{hb} November.

Lokasi pertama jelajah promosi AIM18 ialah di Kuantan baru-baru ini dimana lebih dari seribu orang telah berkesempatan menyaksikan persembahan Azlan and the Typewriter, Nazrey, Castury, Mirwana, Amirah Ali, dan ramai lagi.

Tarikh dan lokasi jelajah promosi AIM18 adalah seperti berikut:

No	Lokasi	Tarikh
1.	Kuantan Parade, Pahang	1 - 2 Oktober 2011
2.	Plaza Alam Sentral, Shah Alam	8 - 9 Oktober 2011
3.	Jusco AU, Kuala Lumpur	15-16 Oktober 2011
4.	Kluang Mall, Johor	22 - 23 Oktober 2011

Celcom merupakan penaja utama AIM18 dengan ASTRO Ria (Saluran 104) sebagai penyiar televisyen rasmi dan ERA sebagai penyiar radio rasmi.

Untuk menambahkan lagi debaran penonton untuk AIM18, ASTRO Ria (Saluran 104) juga akan mengudarakan dua episod Akustik AIM, yang akan memperlihatkan persembahan akustik lagu-lagu yang tercalon untuk AIM 18.

ERA akan menyediakan liputan radio dan juruacara untuk jelajah promosi AIM manakala ASTRO Ria juga akan mengudarakan Gerbang AIM, yang merupakan tayangan secara langsung jelajah promosi AIM di Plaza Alam Sentral.

Celcom juga turut menjalankan kempen “*Be A Star at AIM18*” dimana pelanggan berpeluang memenangi ‘pengalaman seumur hidup’ dan duduk di sebelah artis kegemaran mereka semasa pertunjukan anugerah. Syarikat telekomunikasi itu juga baru melancarkan portal mobil dan komuniti, kini eksklusif untuk semua pelanggan Celcom, The Cube, yang boleh dinikmati pelanggan melalui <http://m.thecube.my> atau pada skrin yang lebih besar melalui laman web The Cube www.thecube.my.

AIM 18 akan diadakan pada hari **Sabtu, 12 November 2011 di Stadium Putra, Bukit Jalil, Kuala Lumpur**, bermula dengan siaran langsung ‘Blue Carpet’ di 8.30 malam diikuti dengan siaran langsung AIM18 pada pukul 9.00 malam, eksklusif di Astro Ria (Saluran 104).

Sejumlah 75 calon AIM18 telah diumumkan baru-baru ini, setelah melalui proses penghakiman yang diaudit oleh Ernst & Young. AIM rata-rata dianggap sebagai anugerah muzik yang definitif oleh pemuzik tanahair disebabkan proses pemilihan dan penghakiman oleh panel juri yang terdiri daripada pakar industri, bukan seperti anugerah muzik lain yang lebih berdasarkan populariti semata-mata.

Untuk maklumat lebih tentang RIM, sila rujuk ke laman web www.rim.org.my. Untuk maklumat mengenai AIM, sila rujuk ke laman web <http://aim.org.my>.

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About the Recording Industry Association of Malaysia

The Recording Industry Association of Malaysia (RIM) is a non-profit organization that currently represents over 180 locally incorporated recording companies and businesses, all of which are involved in the production, manufacturing and distribution of local and international sound, music video and karaoke recording. This accounts for around 95% of all legitimate recordings commercially available in the music market of Malaysia.

Since its formation on 12 December 1978, RIM (initially known as the Malaysian Association of Phonogram and Videogram Producers and Distributors or (MAPV)) has been and continues to be the frontline organisation of the music industry in Malaysia in addressing various industry problems, foremost of which is piracy in the copyrighted recordings of RIM's members and the development of new businesses such as distribution of music via online and mobile channels. RIM's responsibilities have further been extended recently to cover the territory of Brunei Darussalam.

With its subsidiary companies, Public Performance Malaysia Sdn Bhd and RIM Digital Music Sdn Bhd, RIM provides valuable services to its members, which ultimately contributes towards developing better business conditions and legal recourse for the members.

RIM also celebrates quality and encourages industry unity by organizing several annual events for its members, with "Anugerah Industri Muzik" ('AIM') as the main annual music award event in Malaysia.



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MEDIA RELEASE

AIM18 rocks Plaza Alam Sentral next LIVE showcase as Gerbang AIM on Astro Ria (Channel 104)

03 October 2011, Kuala Lumpur - The country's premier music awards show, 'Anugerah Industri Muzik' (AIM), is on the road, bringing some of Malaysia's best musicians to all.

This year marks the 18th edition of the awards show, and the AIM18 road tour is set to rock Plaza Alam Sentral this weekend on 8th and 9th October 2011, with an entertaining line-up. From alternative rock, ballads to ethnic, *nasyid* and pop, the top AIM18 nominees are sure to entertain. Keep a lookout for singing sensations Amirah Ali, Project Pistol, Mirwana, Kyoto Protocol, James Baum, Devotees, Castury, Saujana, Nowseeheart and Zalee Redang.

Also don't miss out on the talented 3 Suara comprising Jaclyn Victor, Ning and Shila plus performers like Nora & VOU, Mawi and Akhil Kayy, and Nazrey, amongst others. Fans will get a chance to get up close and personal with the stars during the meet and greet session. The AIM18 Plaza Alam Sentral road tour will also be showcased live as Gerbang AIM by Astro Ria (Channel 104).

Ignited by Celcom, the AIM18 road tour is not only lined up with entertainers but also filled with fun activities, freebies and the chance to win passes to the prestigious AIM18 live show, to be held at Putra Stadium, Bukit Jalil, on 12th November. The road show events and activities start from 11 a.m. till 8 p.m. at all road show venues.

The first AIM18 road tour stop was held recently at Kuantan, with more than a thousand onlookers getting a glimpse of Azlan and the Typewriter, Nazrey, Castury, Mirwana and Amirah Ali amongst others.

Dates and venues for the AIM18 road tour are as follows:

No	Venue	Dates
1.	Kuantan Parade, Pahang	1 - 2 October 2011
2.	Plaza Alam Sentral, Shah Alam	8 - 9 October 2011
3.	Jusco AU2, Kuala Lumpur	15-16 October 2011
4.	Kluang Mall, Johor	22 - 23 October 2011

Celcom is the title sponsor for AIM18 with ASTRO Ria as the official television broadcaster and ERA as radio partner. In the lead up to the awards night ASTRO Ria (Channel 104) will also be airing two episodes of Akustik AIM, a showcase of acoustic performances of nominated AIM 18 songs.

As the official radio broadcaster, ERA will be providing radio coverage and emcees for the AIM roadshows whilst ASTRO Ria (Channel 104) will also air Gerbang AIM, a live showcase of the roadshow at Plaza Alam Sentral.

Celcom is additionally driving the Be A Star at AIM18 campaign for customers to win 'an experience of a lifetime' and be seated next to their favourite artiste during the award show. The telco had also recently launched a one stop mobile and community portal, The Cube, which is currently exclusive to all Celcom customers via <http://m.thecube.my> or on a larger screen via The Cube website www.thecube.my.

The AIM 18 awards show itself will be held on Saturday, 12 November 2011 at Putra Stadium, Bukit Jalil, Kuala Lumpur with the LIVE telecast of 'Blue Carpet' at 8.30pm right before the LIVE telecast of AIM18 at 9.00pm exclusively on Astro Ria (Channel 104).

A total of 75 shortlisted AIM18 nominees were announced recently, with the judging process audited by Ernst & Young. AIM is regarded as the definitive music awards show by the local music fraternity as its nominees and winners are determined by industry experts unlike other music award shows, which are usually based on popularity votes.

For more information on RIM and its activities, please log on to www.rim.org.my. For AIM, kindly log on to <http://aim.org.my>.

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