

MEDIA RELEASE

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Vancouver Get Ready to be desiFIED!

“RBC desiFEST” presented by Rogers

Produced by Blueband Musiq

Saturday, July 25, 12pm - 8pm, Plaza of Nations

Vancouver, BC – July 2, 2009 - Vancouver get ready to be desiFIED! RBC desiFEST presented by Rogers and produced by Blueband Musiq - www.rbcdesifest.com - is ramping up for the final stop on its national tour and plans on closing off with some of the finest from the East and the West Coast. This celebration of South Asian music and the urban desi movement is a free open-air concert being held on Saturday, July 25 at the Plaza of Nations from 12pm to 8pm. The event is jam packed with recognized and emerging Canadian talent with acts from Vancouver, Calgary and Toronto.

From the West Coast, RBC desiFEST will feature Vancouver-based artists such as Desi Detour, Juggy Jag and Bombay Sapphire. Desi Detour, a 3-piece band fronted by vocalist/bass player Neehar, jams with their signature Bollyrock style with a Bollywood medley as well as a few original pieces specifically for the desiFEST crowd. Juggy Jag (Jugpreet Bajwa), at only 14 years of age, is sure to get the crowd on their feet with his renditions of Bollywood favourites, “Jai Ho!” and “Om Shanti Om”. Although, Jugpreet lost his eyesight from retinoblastoma cancer as a baby, he acts as a role model to others and feels he sees the world through his music. Later the crowd will be met by festival returnee Jazz Mattu and Bombay Sapphire, performing Bhangra classics. Moving into the evening, Amit “Battlekatt” Aujla and his hip-hop band Reign City will showcase their urban vibe while En Karma returns to the stage with their new track “En Karma Diyan Boliyaan”. Other local artists include RBC desiFEST first-timer Avtar Rai, another emerging artist whose first album “Just Rai” fused bhangra, reggaeton and R&B and includes hits “Gabroo” and “Daru”. Finally, music producer Bob Mann, will bring his 13 years of experience in the industry to the stage in a vocal performance.

After they both recover from the Stampede, Calgarians Alex Aujla and Sonal will also be heading to Vancouver to join the party and strut their stuff representing the West Coast. Alex and his bandmate Pinda will entertain with a medley of current Bollywood covers as well as classic Bhangra hits. Crooner Sonal, who is set to release her first album this year, will move the crowd with her catchy melodies infused with hip-hop flavour and soul-tinged frames.

The East Coast will be represented by Jay Deala, Toronto hip-hop heavyweight coming off an India/UK tour and most recently RBC desiFEST Toronto & Montreal. Along with Meditating Minds, who have artists from a wide variety of cultural and social backgrounds that resonate through their music. Closing the evening with the sounds of Parichay, a multi-talented vocalist/songwriter and producer who sings in English, Hindi and Punjabi, together with Blitzkrieg, a predominant South Asian hip hop artist who's first album "The Rhyme Book" earned him two UK Asian Music Award nominations and Roach Killa, who's underground Reggae album called "ROACHSTAFARIAN", released when he was only 14, has sold over 6,000 units across North America. Together, the trio released their hit single "Jadoo", which played to nothing but cheers at the Toronto RBC desiFEST stage. Get ready Vancouver, to get desiFIED with RBC desiFEST.

As Canada's largest financial institution, RBC has been involved with this unique event right from the start. "We're grateful for the opportunity to sponsor RBC desiFEST because it enables us to continue supporting the South Asian community and emerging artists," said Graham MacLachlan, Regional President, RBC Royal Bank. "Events like RBC desiFEST are about more than a fun musical extravaganza...they're also about creating a shared experience based on cross-cultural understanding. RBC is proud to welcome the second RBC desiFEST to Vancouver and to provide support for this important community event.

"As a family-owned, proudly Canadian company, Rogers realizes how important it is to reach out to the diverse communities from coast to coast," states Susan Gordon, VP Regional Marketing. "The Rogers brand is built on a commitment to playing a role in those communities and our sponsorship of "RBC desiFEST" is a demonstration of that commitment."

"RBC desiFEST is a perfect outlet for a generation of South Asian artists who are creating new music that combines Eastern and Western influences," expresses Sathish Bala, Founder of RBC desiFEST. "This outlet is a perfect way to connect our youth to culture; both Canadian and South Asian."

About RBC desiFEST

"RBC desiFEST" presented by Rogers is Canada's only national South Asian music concert. Creating opportunities for South Asian artists and South Asian inspired music, bringing different genres of music together and showcasing the best in Canada. The event strengthens local communities, inspires youth, and supports the arts community in Canada. The 2009 four city tour has visited Ottawa, Toronto and Montreal, and will close the tour in Vancouver. Combined they will showcase over 100 incredible artists and over 24 hours of music. For more information visit www.rbcdesifest.com

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