



FOR IMMEDIATE RELEASE

**APCMA'S ANNOUNCE LORNE CARDINAL AS HOST;
BUFFY SAINTE-MARIE AS PERFORMER**

Winnipeg, Manitoba (September 29, 2009) -- The **4th Annual Aboriginal Peoples Choice Music Awards (APCMA's)** take place at MTS Centre in Winnipeg on **Friday November 6**.

Television personality **Lorne Cardinal** will once again host the APCMA's, which will broadcast live on the Aboriginal Peoples Television Network (APTN) and Bell Express Vu. Musical legend **Buffy Sainte-Marie**, who is nominated for four awards in the categories Aboriginal Entertainer of the Year, Aboriginal Songwriter of the Year, Best Folk or Acoustic CD, and Best Pop CD, will take to the stage as one of the evening's performers.

Other nominees scheduled to perform include **Tracy Bone, Joey Stylez, Inez, Bitterly Divine, Sierra Noble, Digging Roots,** and **Wayne Lavallee**. Two very special guests – country sensations **Charlie Major** and **George Canyon** – will also entertain audiences with their performances.

The Aboriginal Peoples Choice Music Awards are part of **Manito Ahbee: A Festival For All Nations**. Manito Ahbee takes place **November 4 to 8** in Winnipeg, celebrating and showcasing Aboriginal music, art and culture. www.manitoahbee.com

SELECTING THE APCMA WINNERS

The final round of voting to select the winners for 2009 **ends October 1st at 11:59pm CST**. Results will be tabulated by Meyers Norris Penny, and the winners announced November 5th and 6th. Award winners are chosen by music fans and industry stakeholders who register online. Registration for the APCMA's is free, with an easy sign-up process on the website www.aboriginalpeopleschoice.com.

TICKETS TO THE AWARDS

Tickets for the Aboriginal Peoples Choice Music Awards at MTS Centre on Friday, November 6, are \$29.95 (plus agency fees and taxes) and are available at www.ticketmaster.ca.

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ABOUT MANITO AHBEE



Manito Ahbee: A Festival For All Nations takes place November 4 to 8 in Winnipeg. Now in its fourth year, Manito Ahbee celebrates and showcases Aboriginal music, art and culture. Manito Ahbee – which means ‘where the Creator sits’ – honours a sacred site in

Manitoba’s Whiteshell Provincial Park where Aboriginal people have gathered for hundreds of years to share teachings and wisdom. There are several petroforms at this site including one shaped like a turtle that represents Turtle Island, which is another name for North America. Manito Ahbee was recognized in 2008 with Travel Manitoba’s Tourism Award in the category of Aboriginal Tourism. The Board of Governors, staff and organizers of Manito Ahbee express deep gratitude for all participants, supporters and communities who have come together to make the festival what it is today. www.manitoahbee.com

ABOUT MANITOBA LOTTERIES



Manitoba Lotteries returns as presenting sponsor of the Manito Ahbee Festival. Manitoba Lotteries has been actively engaged in partnering with the Aboriginal community for a number of years. An Eagle Sponsor of the 2002 North American Indigenous Games in Winnipeg, Manitoba Lotteries

was recognized for their commitment to sustainable Aboriginal employment and business development in 2003, when they reached the Bronze Level in the Progressive Aboriginal Relations Program. After being recognized at the Silver Level in 2006, Manitoba Lotteries earned the distinction in 2008, of being the first Crown Corporation in Canada to achieve the Gold Level in the program. As an employment equity employer, Manitoba Lotteries is committed to the value of diversity in the workplace. Approximately 11% of Manitoba Lotteries’ employees are Aboriginal.

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2009 Manito Ahbee Festival & Aboriginal Peoples Choice Music Awards

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*** Media are invited to attend Manito Ahbee and the APCMA's ***

*** An application for accreditation is available at www.manitoahbee.com ***