



## For Immediate Release

### **ICYWORKS CONTRACTED TO MANAGE THE 3<sup>RD</sup> ANNUAL NIGERIA ENTERTAINMENT AWARDS RED CARPET AND BACKSTAGE AFFAIRS. THE 3<sup>RD</sup> ANNUAL ENTERTAINMENT AWARD WILL BE HELD ON SATURDAY, JUNE 21 AT 5PM AT THE SKIRBALL PERFORMING ARTS CENTER IN NEW YORK.**

**MIAMI, FL MAY 27, 2008-** The Nigerian Entertainment Awards team has contracted ICY WORKS Inc. to manage the red carpet and backstage affairs of the 3rd Annual Award show. The event will take place on Saturday, June 21, 2008 at 5PM at the Skirball Performing Arts Center, 566 LaGuardia Place (Washington Square South), New York, NY 10012. In what is considered the best year in Nigerian music entertainment (2008), this year's nominees include some of the biggest hit makers in the scene.

ICY WORKS Inc. is the parent company of ICY Public Relations, a full service PR boutique, ICY Studio, a Graphics Design company and ICY MODELS a model management company. ICY WORKS Inc is working with NEA in creating graphics, managing publicity and providing Models for the 2008 award show.

The Nigeria Entertainment Award is an annual event focused on recognizing the many contributions of Nigerian Artists to the entertainment industry across the globe. The producers of the 2008 NEA Award Show in New York are dedicated to promoting the image and rich culture of Nigeria. This dedication has increased the awareness of this new edgy style of African Entertainment and has helped promote Nigerian acts to mainstream America.

*ICY WORKS has many years of experiencing in handling media relations and represents a number of reputable entertainers and businesses in the industry. Though this is the first year ICY WORKS is serving as the Official PR Company for NEA, we have worked together on several other successful projects. We look forward to a great partnership" - Tope Esan NEA Executive Producer*

Tickets for this event are priced at \$15, \$20, and \$25. Ticket information may be obtained by calling the NEA box office at 1-877-NEA-SHOW. For more information about the 2008 NEA Award Show please visit [www.nigeriaentawards.com](http://www.nigeriaentawards.com).

For more information or a sample CD for review please contact:

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