



## FOR IMMEDIATE RELEASE

### **Celebrating Canadian music through the decades – ethical apparel line unveiled for 2011 JUNO Awards**

**Toronto, ON (March 3, 2011)** – For the second year, Toronto-based Me to We Style has been chosen to partner with The Canadian Academy of Recording Arts and Sciences (CARAS) as the Official Apparel Supplier to create and market a socially and environmentally responsible line for the 2011 JUNO Week.

Embodying the 40<sup>th</sup> Anniversary for the iconic Canadian music awards, the new collection titled, “A JUNO Through Time” focuses on celebrating 40 years of Canadian music through six unique designs that will represent four decades of musical transformation from, the ‘70s, ‘80s, ‘90s and 2000s. The graphics not only showcase the spectrum of musical influence through the years, but each piece evokes the raw energy of a concert tee.

“At Me to We Style we are proud of our Canadian roots and of supporting our musicians,” said Oliver Madison, Founder & CEO of Me to We Style. “Through our partnership with CARAS we created designs that will generate awareness and interest in Canadian music by showcasing the spectrum of musical influences felt throughout the decades, while also providing a snapshot in time of what Canadian music was and is.”

The Canadian-made collection includes fashionable 100 per cent organic cotton t-shirts (\$34.50), canvas tote bags (\$20) and bamboo scarves (\$18). The collection is available for purchase online at [www.metowestyle.com/junos](http://www.metowestyle.com/junos) and at various JUNO Week festivities (March 21-27) leading up to THE 2011 JUNO AWARDS broadcast on CTV March 27, 2011 from the Air Canada Centre. The full collection is also available at the Me to We store, located at 223 Carlton Street, Toronto.

Each t-shirt is named from songs and albums created by some of the biggest Canadian musical influences of each era:

#### **1970s – Baby Loves To Dance (female) and Rambler and a Gambler (male)**

These graphics are a combination of the dance nature and psychedelic imagery of the ‘70s as seen on the graphic portraits of a male and female. The graphics infuse the popularity of disco and the emergence of the psychedelic rock that permeated the minds of Canadian youth during this era.

#### **1980s – Funky Fresh**

Neon lights, big hair, the boombox and sunglasses at night were points built into the ‘80s era design. The attitude, stylised colors and visuals seen in music videos and unique fashion milestones all played key roles in guiding the tone and intensity of the t-shirt design. The graphics are also inspired by the emergence of hip-hop and its strong underground scene as seen in Canada during the ‘80s.

#### **1990s – On The Microphone**

The era of rock grunge and hip-hop street style, this design was made with a heavy influence on street culture, featuring the tools of the trade set against a brick wall, loosely based on a graffiti style exaggeration.

#### **2000s – Check Your Freestyle**

We are the digital era. Everything is digital, electronic, wireless and lightning fast. This illustration brings the attitude and rawness of the new ways we interact with music. Elements such as multi-coloured equalizer bars, vivid light streaks and the return of the high-top sneaker all incorporate the feel of this era.

High resolution images and product descriptions of the collection can be downloaded at:

[www.metowestyle.com/juno\\_mediapage](http://www.metowestyle.com/juno_mediapage)

**About Me to We Style**

Me to We Style is a social enterprise that is committed to providing ethically manufactured, quality apparel for the socially-conscious consumer. Our product line is domestically produced, sweatshop-free and made using certified organic cotton and bamboo.

Fifty percent of our annual profits go to international children's charity Free The Children, while the other half is reinvested to grow the social enterprise.

For more information about the "A JUNO Through Time" collection or Me to We Style, please contact:

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