



2010 ARIA AWARDS CALENDAR ANNOUNCED

Major new initiatives to herald changing panorama of ARIA Awards

Sydney, Australia - Thursday, 22 July, 2010: Today at the ARIA No. 1 Chart Awards at the Sydney Opera House, **ARIA (Australian Recording Industry Association)** announced some of the most significant changes in the ARIA Awards 24 year history. Prior to the presentation of fourteen ARIA No. 1 Chart Awards, ARIA Chairman, Ed St John and the Minister for Major Events, Kevin Greene, unveiled this year's events and plans.

What began as one night has evolved into a season of six events, one of which was the **ARIA No. 1 Chart Awards** held today. In his speech, Minister Greene announced the support of the ARIA Awards through its events arm, Events NSW, and then revealed the 2010 calendar.

The **2010 ARIA Awards** countdown started today at the Sydney Opera House with the ARIA No. 1 Chart Awards, the first of six events on the 2010 ARIA calendar and culminating in the grand finale on Sunday, 7 November and broadcast on Network Ten.

Next stop is set down for **Tuesday, 28 September** at the Sydney Conservatorium of Music for the **Nominations Event** to find out just who is in the running when ARIA announces the nominees in a record 31 categories, and the 4 winners in the **Artisan Award** categories for the ARIA Awards.

Just two weeks later on **Monday, 11 October**, and for the 3rd event, ARIA presents the Classical, Jazz, World Music and Soundtrack categories in a very intimate and resonant ceremony for the **ARIA Fine Arts Awards**.

For the first time since its inception as a standalone event, the **ARIA Hall of Fame** is welcomed to Sydney's Hordern Pavilion on **Wednesday, 27 October**. This year, a total of four inductees will join the ranks of those illustrious artists already inducted.

As the countdown moves from weeks to days, from **Monday, 1 November** stand by for the details of a unique roll out of the winners in the twelve Genre categories, in a bold move that will only heighten and intensify the speculation as to who will take out the coveted ARIA Album of the Year.

And in just sixteen weeks from today we go full circle, as an iconic venue plays host for the first time to an iconic event on **Sunday, 7 November**. The Sydney Opera House promises to be turned inside out as Network Ten takes us live to the Opera House Forecourt and Concert Hall for the **2010 ARIA Awards** where viewers will witness as unique a broadcast as ever with eleven Awards, six performances, incredible production values and a stellar backdrop that promises to deliver a potent mix of excitement and "must see TV".

ARIA Chairman and President and CEO of Warner Music Australasia, Ed St John said: *"The great thing about the ARIAs is our ability to evolve. We've come a long way from our modest beginnings - the last eight years at Acer Arena have been brilliant, but it's now time to take this event to a whole new level. The ARIAs at the Sydney Opera House will be utterly spectacular, and it could only be possible with the commitment of Network 10 and the generous assistance of Events NSW."*

Mr. St John also announced two new peer voted categories to the **ARIA Awards** with **Best Hard Rock/Heavy Metal Album** and **Best Adult Alternative Album**.





2010 AWARDS

For the first time ever, ARIA is introducing four Public Voted Awards. Mr St John said today *"While the ARIA Awards have built their authenticity over the years through a peer voted system and will continue to do so, we also want to offer fans the opportunity to participate, and this year they will via four public-voted awards. Full details of this exciting new initiative will be revealed at the Nominations Event on Tuesday, 28 September"*.

This brings the number of **ARIA Awards** categories to a record thirty one Awards.

David Mott, Chief Programming Officer, Network Ten, said: *"We are delighted to partner once again with ARIA, especially as it heads into this new period of growth. Our live broadcast will deliver a spectacular 'Event TV' experience as we showcase Australia's best music talent against one of our country's most iconic backdrops, the Sydney Opera House."*

The 2010 ARIA Awards will be a FremantleMedia Australia production for Network Ten.

Stay tuned for updates on event tickets, nominations, special guests, musical performances and all the latest ARIA Awards news or check the official website: www.ariaawards.com.au.

TUESDAY, 28 SEPTEMBER, 2010
ARIA AWARDS NOMINATIONS EVENT & ARTISAN AWARDS
SYDNEY CONSERVATORIUM OF MUSIC

MONDAY, 11 OCTOBER, 2010
ARIA FINE ARTS AWARDS
VENUE TBC

WEDNESDAY, 27 OCTOBER, 2010
ARIA HALL OF FAME
HORDERN PAVILION

FROM MONDAY, 1 NOVEMBER, 2010

Stand by for a unique roll out of the winners in the 12 genre Award categories as we roll into the final week

SUNDAY, 7 NOVEMBER, 2010
2010 ARIA AWARDS
SYDNEY OPERA HOUSE

Broadcast on Network Ten at 7.30pm on Sunday, 7 November
'MTV at the ARIA Red Carpet' will air live on MTV on 7 November

www.ariaawards.com.au

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