

## COMMUNITY NEWS

# HOW THE NORTH WAS WON

## South Asian Performers Endorse 'Metronome' Foundation

"Uniting a nation through music" is the inspiration behind the debut 'Metronome' Artist Support print PSA (Public Service Ads) from Canada's award-winning Lyrical Knockout Entertainment imprint featuring South Asian Canadian personalities, in support of Metronome founder John Harris' planned Canada Music Museum and world's first Music City in Downtown Toronto's Harbourfront district.

Produced by rap radio host of Indian heritage Raoul Juneja (a.k.a. DeeJay Ra), the

Metronome Artist Support print PSAs are also aimed at stronger integration of Canada's South Asian and Hip-Hop personalities in the country's music and media industry at large, starting with Canadian Hip-Hop founders Wes 'Maestro' Williams and Michelle 'Michie Mee' McCulloch who Juneja claims "are long overdue for stars on Canada's Walk of Fame and numerous Canadian award show tributes."

"A powerful symbol of today's Canadian music industry, Metronome will be a birthplace for creative artists who will showcase new genres of our

country's music to the world," explains Travel Channel host Aashna, who became the first Indo-Canadian R&B singer signed to a major record label May 1995. "Metronome will guarantee Canadian music an audience for many years to come," adds OMNI.2 personality Mo-D, the only South Asian talk show host on mainstream North American TV.

More details about the Metronome Foundation and additional Artist Support quotes available at [MetronomeCanada.com](http://MetronomeCanada.com) and [LyricalKnockout.com](http://LyricalKnockout.com) respectively. □