

THE SUNSHINE AWARDS

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News Release

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For Immediate Release

The SUNSHINE Awards Organization and Cherry Lane Music Publishing Company, Inc. Pay Tribute to the Song of the Century

New Jersey, USA, July 14, 2006 ----- The Sunshine Awards organization and Cherry Lane Music Publishing Company, Inc. have announced that they will jointly present the 18th Annual Sunshine Awards, which will take place on October 29, 2006, and will be dedicated to the 50th Anniversary of the “Song of the Century - Day-O.”

Day-O, perhaps one of the most well-known songs of our time, was written by Irving Burgie whose catalogue of songs includes other popular Caribbean folksongs such as Jamaica Farewell, Island in the Sun, Yellow Bird, and Angelina to name a few. Mr. Burgie is also the author of the National Anthem of Barbados, the birthplace of his mother. Mr. Burgie himself was born in Brooklyn, New York.

Day-O was first released and made popular by Harry Belafonte on his 1956 album Calypso. The worldwide popularity of the album was phenomenal. It was the first album in the United States to sell one million copies. It was the number one album on the Billboard charts for thirty-two consecutive weeks, and remained on the charts for ninety-nine consecutive weeks. Day-O has also been recorded by many world renowned performing artists, including Miriam Makeba, Caterina Valente, Patti Page, and Julio Iglesias. By 1983, over one hundred million recordings of the song had been sold.

In 1985, Day-O was featured on the “We are the World” telecast, and, in 1989, in the hit movie “Beetle Juice.” In 1977, NASA used Day-O as the wake-up call for the astronauts aboard the space shuttle Atlantis. Today, 50 years after its first recording, Day-O is still being used in many stadiums throughout the United States as a home town cheer. It is also part of the repertoire of the Barbados Dance Theatre, the Signal Hill Alumni Choir and the Jamaica National Dance Theatre Company.

In making the announcement for this event, **Gilman Figaro, Sr.**, Chairman and Founder of the Sunshine Awards, spoke of the significant contribution that Irving Burgie has made to Caribbean culture as a songwriter, performer and educator. He noted that, *“Day-O has stood the test of time in the world of music; loved and recognized in countries throughout the world. With Day-O, as with his other Caribbean folk songs, Irving Burgie has managed to capture events, lifestyles and emotions of everyday Caribbean folks in his music. The Sunshine Awards organization is pleased to join with Cherry Lane Music Publishing Company, Inc. to celebrate the 50th Anniversary of this very special song.”*

Peter Primont, the Chief Executive Officer of Cherry Lane Music Publishing Company, Inc. said “We are honored to have been associated with Mr. Burgie and his illustrious catalog of songs for over 25 years. During this time we have found Irving to be a tireless promoter of his catalog and an inspiration to songwriters, young and old, all over the world. When the Sunshine Awards asked if we wanted to participate in co-sponsoring this event our immediate response was YES.”

Irving Burgie has performed his many songs under the sobriquet of Lord Burgess. He has expressed his delight at the special recognition being given to Day-O as the Song of the Century, *“I am very pleased that the Sunshine Awards organization and my Publisher, Cherry Lane Music Publishing Company Inc., have come together to celebrate the 50th Anniversary of Day-O. As a songwriter, it is very rewarding to have one of your songs retain its global popularity over these many years; and I consider it a special honour to have the Sunshine Awards organization and Cherry Lane Music Publishing Company, Inc. come together for this special event.”*

The Eighteenth Annual Sunshine Awards will be staged on Sunday, October 29, at the Sheraton New York Hotel in New York City. A number of world renowned artists, including the Calypso King of the World, the Mighty Sparrow, the Signal Hill Alumni Choir of Trinidad and Tobago, the Jamaica National Dance Theatre Company, and the Barbados Dance Theatre will be performing.

Tickets for the black-tie event can be purchased by calling **201-836-0799, 718-528-6424** or by fax **201-836-4440**. Reservations can also be made by email at sunshineawards.com