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**The Annual Mixtape Awards Surprise DJ Red Alert**

*The Annual Mixtape Awards honor DJ Red Alert for over 25 years of service to Hip-Hop and the world of deejaying.*

NEW YORK, NY, October 14, 2008 **/24-7PressRelease/** -- DJ Red Alert was presented with an honorary Justo Award by Mixtape Awards CEO Stacy Lynch for his 25 years on the radio and his countless contributions to the Justo Mixtape Awards. The event was held at Drom, located in the heart of the East Village, and was hosted by the WonderTwinz. DJs Superstar Jay and No E blessed the turntables, as legendary deejays such as DJ Scratch (EPMD) and DJ Wiz (Kid-n-Play) were in attendance to pay homage to DJ Red Alert. Other notable guests included Michael Rapaport, Freedom Williams of C&C Music Factory, Mike D of The Jungle Brothers, Greg Nice of Nice & Smooth, Joe Ski Love, AB Butler of Violator Management, DJ Bedtyme357, and many of DJ Red Alert's closest friends and family including his youngest son George (aka G Mims). Flud Watches, Mitchell & Ness, Hollis Kingz, & Fi-Hi presented DJ Red Alert with special gifts because of his strong impact on the hip-hop and deejay culture.

Red Alert expressed his disdain for the events that took place at the 10th Annual Mixtape Awards, held at the World-Famous Apollo Theater. Red recalled the somber mood of the event, which took place just months after Justo Faison's passing, and the utter disrespect the crowd showed "right in front of [Justo's] son, I mean his son was sitting right there in the balcony." But Red concluded, "I'm happy that the young lady [Stacy Lynch] is going to clean it up" and expressed his support for the new regime. Soon after Red Alert led a chant "When I say Just, you say O" and the crowd eagerly participated: Just, O! Just, O! It was most certainly a night to remember.

The Red Alert tribute was held in conjunction with VH1's 5th Annual VH1 Hip Hop Honors production which pays tribute to hip-hop luminaries who broke new ground and pioneered the genre of hip hop into a true cultural phenomenon. This year's honorees included Cypress Hill, De La Soul, Naughty by Nature, Slick Rick and Too \$hort. The VH1 Hip Hop Honors broadcast premiered on VH1 and VH1 Soul on Monday, October 6 at 10PM ET/PT.

The Annual Mixtape Awards is in the process of re-structuring itself. There will be a series of exclusive events held throughout the year under a new mission statement but in line with Justo Faison's legacy and vision. The 12th Annual Mixtape Awards will be taking place in April 2009 at an undisclosed location.

**About GoodGirlPR**

GoodGirlPR is a public relations firm which specializes in the execution of powerful and persuasive publicity campaign strategies that are innovative, creative, and cost effective. We value our clients and their goals. Our duty is to help build our clients brand and give the brand ultimate exposure through events, media resources, and an effective digital marketing campaign.

**About The Annual Mixtape Awards**

The Annual Mixtape Awards ("The Justos"), founded in 1995 by Justo Faison, has grown with the thriving success of the hip-hop industry. Winning a "Justo" award is a career-changing honor, and those that have won the award have gone on to multi-platinum success (50 Cent, Chamillionaire), million-dollar record deals (Papoose), and major television & radio slots (DJ Clue, DJ Kay Slay). Justo Faison's vision serves as a staple in hip-hop history and continues to set the standard for urban awards shows.

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