

PRESS RELEASE

For Immediate Release

STELLARS "GO HOLLYWOOD" FOR 25th ANNUAL AWARD SHOW

Jireh Communications Group named official producers of first ever gifting suites for silver anniversary of The Stellars

It's not too late to get your company's product into the bags of Gospel music celebrities

(Bristow, VA) Dec. 18, 2009 -- **Jireh Communications Group** (JCG) has been sanctioned by **Central City Productions**, the producers of The Stellar Awards to produce the official Beauty, Wellness and Gifting Suites for the 25th annual show, aligning its prestige with Hollywood's top award shows.

Jireh Communications Group is a Virginia-based advertising, marketing and pr company that organizes events and exposes products to the urban faith-based market. In 2009 the company extended its services to include product placement and is honored to bring choice brands to the 25th Annual Stellar Awards.

Erma Gray Davis, President and COO of Central City Productions said, "This is a very special year for us and we brought Jireh Communications Group on board to help us celebrate our supporters."

To date JCG has introduced products such as Cover Girl Queen Cosmetics, the Carol's Daughter Bath and Body line and Softsheen Carson Hair products to the African American target audience. Now along with exquisite personal care services, Gospel A-Listers will walk away with elegant gift bags full of choice products as a result of this partnership.

Jireh Communications Group is the only company that is uniquely distinguished as the organizer of a collaborative event that is an official extension of The Stellars. "It is a privilege to partner with CCP to show the artists how much they are appreciated," company founder Mona Austin said.

Select VIP guests, nominees, winners, hosts, SAGMA members and media will enjoy makeovers, hair styling, relaxation stations and gifts.

JCG is currently seeking product sponsors in any of the following categories: fashion, electronics, beauty, health and wellness supplements, health foods and beverages, cell phones, video games, eco-friendly gadgets, art, audio equipment, grooming and

personal care, music production devices and travel. Gift cards and gift certificates may be accepted in lieu of products. Title sponsorship opportunities are available.

The Stellers will be recorded live at the Grand Ole Opry in Nashville, TN on January 16, 2010. Hosted by three of the most well-known entertainers in the gospel industry-- Kirk Franklin, Vickie Winans and Donnie McClurkin -- The Stellers will draw about 5000

Recently re-united **BeBe and CeCe Winans** will be among an elite crop of performers including: **Mary Mary, Byron Cage, Dottie Peoples, Hezekiah Walker, Shirley Caesar, Ricky Dillard & New G, Tremaine Hawkins, Richard Smallwood, Crystal Aikin, Smokie Norful, Vanessa Bell Armstrong, Edwin Hawkins, Jonathan Slocumb, Israel Houghton, James Fortune and Walter Hawkins.**

Special Awards will go to: **Lee Williams & The Spiritual QC's (James Cleveland Lifetime Achievement Award), Mississippi Mass Choir (Thomas A. Dorsey Most Notable Achievement Award) and Edwin Hawkins (Ambassador Dr. Bobby Jones Legend Award).**

Over 5,000 people are expected to converge on Music City to witness the silver anniversary of the first and only nationally televised award show that salutes African American gospel artists.

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ABOUT JIREH COMMUNICATIONS GROUP

Headed by Mona Austin, Jireh Communications Group (JCG) is a boutique creative services firm. Founded in 2002, Colorado Springs, CO the company concentrates on building brand awareness through events and the creation of print, radio, Internet and digital communications. Austin is also a recognized multimedia journalist who has profiled numerous entertainers, many of them gospel artists on EURWEB.COM and various other publications throughout the nation as well as on Gospel Talk, airing in Fairfax, VA.