

## **WWPR-Power105.1 FM Launches DJ Norie's "Anything Goes- Caribbean Edition" Sun., March 15th, 2009**

*WWPR-105.1, New Yorks Station for R&B, Hip-Hop and "Back-In-The-Day" Joints launches new Groundbreaking Caribbean Programming "Anything Goes-Caribbean Edition", hosted by "Tha Reggae Don" DJ Norie of Da Union and Afrique*

**March 13, 2009** - [PRLog](#) -- Brooklyn, NY- You've seen him tearing up the clubs across the US and the Caribbean. You watched him featured on BET's Rap City and MTV Tempo's Pull-Up Selecta, and as of Sunday, March 15th, 2009, DJ Norie, the resident "Reggae Don" of the New York Tri-State area, will be coming into your homes every Sunday from 8-10PM on Power 105.1 FM as he hosts "Anything Goes", the newest Caribbean programming to hit the airwaves.

Previously featured on Power 105.1's Presidents Day Mix Weekend, February 2009, DJ Norie knew that Power 105.1 was going to be his new home by any means necessary. "Being on Power 105.1 that night was one of the greatest highs of my entire career." DJ Norie noted. "The text messages were going crazy, the lines were ringing off the hook, and even my blackberry was blowing up! At that moment I knew I was willing to campaign like Obama if I had to because this is where I belonged." And campaign he did. DJ Norie launched an Internet/Text message/Club Campaign, having hundreds of people sign a petition stating that they were willing to "Be loyal to any FM station that DJ Norie was on." WWPR took notice, and decided to give him the platform to bring his talent to millions. Titled "Anything Goes" for the live, club like musical mix featuring the best of Reggae, Soca, Reggaton and all forms of Caribbean Music, this Sunday, March 15th from 8-10PM, Norie will bring the Club to your radio.

### About DJ Norie

Branded "Noriega" in high school because he was always in trouble, the talented deep-voiced entertainer has continued to be a "problem" for the industry as he set the standard for Reggae. By using his ability to move crowds world wide, he has toured with the likes of Beenie Man, Elephant Man, and Wayne Wonder, to name a few. As the youngest member of Afrique, the United States most well known Reggae Sound System and previous recipient of The Tamika Reggae Awards "Sound System of the Year Award", DJ Norie joined Da Union 3 years ago, and his cross over into the mainstream industry began. Since then, the talented Entertainer, producer and DJ has added to his resume by starting his own Media and Management Company, TN Media and Management, and his already established Promotion company TeamNorie has held some of the biggest Urban/Caribbean Events in New York City, including "Swiss Beats Live!", Tony Matterhorn's Return to Brooklyn, Cipa Sounds Birthday Bash, and DJ Norie's yearly Birthday Bash. Noriega is currently working on his May 2009 Elephant Man Concert to be held in Brooklyn, Memorial Day Weekend.

Power 105.1 has been serving the tri-state area since March 2002. For up-to-minute information, listen to Power 105.1 or log on to [www.power1051fm.com](http://www.power1051fm.com)

For more information, interviews, media and/or booking requests, or to obtain a copy of DJ Norie's Press Kit, please contact DonnaMarie of Spin Publicity, Inc. at 516-467-6473 or [SpinPublicity@gmail.com](mailto:SpinPublicity@gmail.com).

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