

November 16th, 2020

Hands Against Racism Campaign Wins Prestigious Community Service Award

Vancouver, BC – the British Columbia Association of Broadcasters has recognized Spice Radio with Community Service Award (Radio-Large Market)

The team at Spice Radio (CJRJ1200 AM) is delighted to acknowledge that the 6-year old campaign for Hands Against Racism has been recognized with the prestigious Community Service Award (Radio) Large Market by the British Columbia Association of Broadcasters.

Hands Against Racism was inspired by the Indian festival of Holi, also known as the celebration of colour or the festival of spring. As one of India's most renowned holidays, the lunar holiday is a feel-good celebration where people toss a colour powder (gulal in Hindi) on each other. Covered in the festive pigments, skin colour is indiscernible. Thus, Holi is a time to celebrate and rejoice that underneath it all—we are all human.

Every year, two community leaders are recognized for their contributions. In 2020, Spice Radio acknowledged the contributions and efforts of Law Enforcement Detective Kal Dosanjh and activist/writer Harsha Walia. The other recipients of the award over the past five years are: Baltej Dhillon, Sunera Thobani, Niki Sharma, Cecilia Point, Charlie Smith and Alan Dutton.

Through diverse, high-quality programming, ITMB, the parent company of Spice Radio, is Canada's first and oldest South Asian broadcaster and a pivotal agency for getting timely and useful information to Canadians of South Asian descent in BC.

As one of the most enduring and essential communications industries, the private broadcasters of BC have a long and productive history of serving the citizens in the province of British Columbia. The recognition of Spice Radio is an incredible honor and a welcome nod to the association's commitment to the delivery of timely and useful information as well as diverse programming.