

MEDIA RELEASE

MUSICOUNTS CELEBRATES BAND AID GRANTS PROVIDED TO VANCOUVER STUDENTS' MUSIC PROGRAMS

Vancouver Technical Secondary School Hosts Celebration Featuring Two-Time JUNO Award Nominees, STARS

Vancouver, BC (November 4, 2010) Vancouver Technical Secondary School today celebrates a \$10,000 MusiCounts Band Aid Grant for the school's music program. The presentation brings together more than 600 elementary and secondary students and special guests who are treated to a special performance by Canadian indie pop group, STARS. Along with a performance by the over-100 member Vancouver Technical Secondary School's Concert Band, special guests STARS are also speaking to the students about the impact of music on their lives.

Music program students from Britannia Elementary School and Admiral Seymour Elementary School, both 2010-2011 Band Aid Grant recipients, are also attending the celebration.

"MusiCounts is very proud that through our Band Aid Grants, we are able to ensure music programs like the one here at Vancouver Technical Secondary School continue to positively impact the lives of so many children for years to come, both across Canada, and right here in the Vancouver area," says Steve Cranwell, Executive Director, MusiCounts.

Since receiving a \$10,000 grant for musical instruments at the beginning of the 2009-2010 school year, the music program at Vancouver Technical Secondary School has continued to grow, doubling in size since 2008. At a school where many students could not afford to study music privately, the grant helped to provide these students with an opportunity to have a quality music education.

"The Band Aid Grant has expanded the capacity of our program and students have already taken up those spaces. The additional double basses, French horns, and cellos have allowed us to meet student interest in more challenging and contemporary repertoire," say Mark Reid, Fine Arts Department Head and Director of Bands at Vancouver Technical Secondary School.

About Stars

Torquil Campbell, Amy Millan, Evan Cranley, Chris Seligman and Pat McGee make up the Canadian band, STARS. Their music is characterized by lush instrumentation, narrative lyrics and softly nuanced vocals, and has been described as "beautiful, eloquent indie pop". Their fifth studio album, *The Five Ghosts*, was released in North America this June via the band's own record label, Soft Revolution Records/Vagrant. Nominated over their career, for two JUNO Awards and a Polaris Prize Award, STARS have appeared on *Late Night with Conan O'Brien* and *Late Night with Jimmy Fallon*. Their songs have also been featured on the Fox television show *The O.C.*, as well as *Degrassi: The Next Generation* and *Chuck*. STARS are currently on tour, and play tonight at *The Vogue*.

www.youarestars.com

About MusiCounts

MusiCounts, Canada's music education charity associated with The Canadian Academy of Recording Arts and Sciences (CARAS), is helping to keep music alive in schools across Canada. MusiCounts' mission is to ensure that children in Canada have access to a comprehensive music program through their school. MusiCounts includes Band Aid musical instrument grants, the MusiCounts Teacher of the Year Award, Scholarships and other music education initiatives. MusiCounts is supported by various initiatives such as the JUNO Award nominee compilation CD; annual contributions by CTVglobemedia; EMI Music Canada Inc.; Sony Music Entertainment Canada Inc.; Universal Music Canada and Warner Music Canada Ltd.; as well as Songwriters' Circle presented by CMPA and SOCAN; Juno Cup presented by The Keg Steakhouse and Bar; and individual and corporate contributions, including Astral Media, Baldwin Pianos, Bob FM, Corus Entertainment, The RBC Foundation, Rogers Broadcasting Ltd., The Shore 104 FM, and SIRIUS Canada Inc. Since the Program's establishment in 1997, more than four million dollars will have been donated impacting 238 post secondary music program graduates and over 325,000 individual students, their schools and communities, from coast to coast. MusiCounts will have also honoured 6 extraordinary music teachers through the MusiCounts Teacher of the Year Award. For more information, please visit: **www.musiccounts.ca**