

MusiCounts at the 2009 JUNO Awards

Highlighting Music Education Through Young Musicians

Vancouver, March 26, 2009 – Aspiring Canadian musicians will shine at the 2009 JUNO Awards Weekend with a series of performances and presentations by MusiCounts, the music education charity associated with The Canadian Academy of Recording Arts and Sciences. Beginning with the MusiCounts presentation kick-off on March 26, and continuing with youth performances at Juno Cup and the Gala Dinner & Awards, MusiCounts is thrilled to bring the vast musical talents of Canadian youth into the spotlight. A special broadcast performance by 2009 JUNO Nominees Great Big Sea, Hawksley Workman and Eccodek, mixed by Mike Fraser, brings more attention to the MusiCounts cause as it is made available for download through iTunes, with proceeds going to the charity.

“We are delighted once again to be part of so many exciting events throughout JUNO Awards Weekend,” said Srinka Wallia, Executive Director, MusiCounts. “This is the perfect place to celebrate young Canadian talent and the importance of music education, which MusiCounts works continuously to highlight and support.”

Official MusiCounts presentations and performances over the course of the 2009 JUNO Awards Weekend include:

MusiCounts Presentation

Official Kick-Off to the JUNO Awards Weekend in Vancouver

Thursday, March 26

Staff and students at Terry Fox Secondary School celebrate their recent \$10,000 MusiCounts Band Aid musical instrument grant. 2009 JUNO Award Nominated band, The Trews will perform as part of the celebration.

Location: **Terry Fox Secondary School, Port Coquitlam, BC**
1260 Riverwood Gate,
Port Coquitlam, BC

Time: 10:00 a.m.

Juno Cup

Friday, March 27

Gladstone Secondary School's 40-member Senior Jazz Band will perform three songs: *Hockey Night in Canada Theme Song*, *O Canada* and *Caravan* by Duke Ellington, for audiences at Juno Cup. The school received a MusiCounts Band Aid grant in 2007/2008.

Location: **UBC Thunderbird Arena**
6066 Thunderbird Blvd.
Vancouver

Time: 7:30 p.m.

.../more

JUNO Gala Dinner & Awards Saturday, March 28

During the 2009 JUNO Gala Dinner & Awards, JUNO Award Winner and Nominee **Serena Ryder** will deliver a special message about MusiCounts. Performances by six talented Vancouver students will serve as a testament to the importance of providing young people with musical opportunities to nurture and develop their talent.

Performers include Barry Tan (keyboard), Dana Kim (flute), Eugene Joy (saxophone), Jeff Renz (drums), Jesse Goodwin (acoustic guitar) and Trevor Whitridge (trumpet).

Location: **Westin Bayshore Hotel**
1601 Bayshore Drive
Vancouver
Time: 6 p.m.

2009 JUNO Awards Broadcast Sunday, March 29

As a part of The 2009 JUNO Awards Broadcast, 2009 Nominees Great Big Sea, Hawksley Workman and Eccodek, join forces for a special performance. A live recording of the song, mixed by Mike Fraser, will be available through iTunes, with all proceeds being donated to MusiCounts.

A special message will also air highlighting the importance of music education and the need to keep music alive for young Canadians; a project that came to fruition thanks to Andy Brokenshire (Art Director), Avion Films, Dean Hore (Writer), Doug Koch (Cinematographer), Ian Robertson (Director), Marie Robertson (Producer) and 11 wonderful young performers all of whom donated their time and talent to make this possible.

Location: **General Motors Place**
800 Griffiths Way
Vancouver
Time: 5 p.m.

MusiCounts Ribbon: Help Keep Music Alive For Young Canadians

Artists and the music industry fraternity are invited to show their support and raise awareness about the importance of music education by wearing a special red ribbon during the JUNO Awards Weekend.

MusiCounts, the music education charity of The Canadian Academy of Recording Arts and Sciences, is helping 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 platinum-selling 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 sponsored by CMPA and SOCAN; Juno Cup sponsored by The Keg Steakhouse and Bar; and individual and corporate contributions, including Astral Media, The Keg Spirit Foundation and SIRIUS Canada Inc. Since the Program's establishment in 1997, over \$3 million has been donated, impacting 190 post-secondary music program graduates and close to 200,000 students, their schools and communities from coast to coast. MusiCounts has also honoured four extraordinary music teachers through the MusiCounts Teacher of the Year Award. For more information, please visit: www.musiccounts.ca