

NIKKI YANOFSKY PERFORMS IN CELEBRATION OF \$10,000 MUSICCOUNTS GRANT TO CENTENNIAL REGIONAL HIGH SCHOOL

Grant supports one of the country's most unique music programs

MONTRÉAL, January 18, 2010 – MusiCounts, Canada's music education charity associated with The Canadian Academy of Recording Arts and Sciences (CARAS), gathered with more than 500 Centennial Regional High School students today to celebrate a 2009-2010 MusiCounts Band Aid grant.

Highlighting the celebrations was an appearance by two-time JUNO Award nominee, Nikki Yanofsky. Not only did she give an exclusive and intimate performance, but she also took some time to talk about the importance of music education and to answer some questions from the students

One of over 60 such grants to be awarded nationwide in 2010 by MusiCounts, the grant celebrated today was awarded to one of the country's most unique programs supported to-date: Centennial Regional High School's "The Flat", a program that inspires over 200 students through music education.

Created in 2005, "The Flat" is a program/place/philosophy that provides an opportunity for students to stay after school and work with professional musicians and artists. Encouraging at-risk students to express themselves through dance, art and music, "The Flat" includes five unique programs, including Djembe, Vocals, Band, Guitar, beat boxing and deejaying. The MusiCounts musical instrument grant will help to double the number of students in the program and without the grant, this would not be possible.

Students from a 2004-2005 MusiCounts-winning school, Harold Napper, also attended the special occasion.

About Nikki Yanofsky

Nikki Yanofsky is a 15-year-old musical prodigy and 2-time JUNO Award nominee. Since her debut at the 2006 Montreal International Jazz Festival, she has never looked back. She was the youngest singer ever on a Verve Records release when she recorded "*Airmail Special*" for the Ella Fitzgerald tribute album, *We All Love Ella: Celebrating the First Lady of Song*, alongside such musical luminaries as Etta James, Linda Ronstadt, Diana Krall and Natalie Cole. Nikki has used her growing fame to help the underprivileged as well, becoming an ambassador for the *Montreal Children's Hospital*, *The Children's Wish Foundation* and *MusiCounts*. The charity events that Nikki has been involved with to date have raised well over \$10 million for local, national and international charities. For more information about Nikki Yanofsky, please visit www.nikkionline.ca.

About MusiCounts

MusiCounts, Canada's music education charity associated with The Canadian Academy of Recording Arts and Sciences, 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 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, Rogers Broadcasting Ltd., and SIRIUS Canada Inc. Since the Program's establishment in 1997, over \$3 and a half million has been donated impacting 214 post secondary music program graduates and over 250,000 individual students, their schools and communities, from coast to coast. MusiCounts has also honoured 5 extraordinary music teachers through the MusiCounts Teacher of the Year Award. For more information, please visit: www.musiccounts.ca

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