



Canadian Jewelry Designer Mark Lash donates custom designed “A Place Called Love” Ruby & Diamond Heart Pendant To Online Auction in Celebration of the 40th Anniversary of the JUNO Awards

~ Proceeds from the auction to MusiCounts ~

Toronto, ON – March 22, 2011 – To commemorate the 40th Anniversary of the JUNO Awards, Canadian designer [Mark Lash](#) has generously donated his specially crafted “A Place Called Love” Ruby & Diamond Heart Pendant for auction. The 18kt rose and white gold necklace, ruby and diamond pendant, inspired by Johnny Reid’s “A Place Called Love” album heart logo, will be worn by one of Johnny’s back up singers on Sunday, March 27th during his performance on CTV’s broadcast of the JUNO Awards. The online auction can be found on ebay ([click here](#)) and will be open until Wednesday, March 30th at **12:00 pm**. Proceeds from the pendant auction will go to [MusiCounts](#) for use in its music education support programs.

Mark Lash “A Place Called Love” Ruby & Diamond Heart: The open heart shaped design of the pendant is set with 1.50 ct of graduated rubies and finished with one bezel set diamond weighing 0.07ct. The pendant is attached to an 18kt white gold chain. The value of the pendant is \$4800.00. Mark Lash is the Preferred Jeweller of the 2011 JUNO Awards. www.marklash.com / www.johnnyreid.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 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, SIRIUS Canada Inc., and the Slight Family Foundation. Since the Program’s establishment in 1997, more than four million dollars has been donated impacting 238 post secondary music program graduates and over 325,000 individual students, their schools and communities, from coast to coast. MusiCounts has also

honoured 6 extraordinary music teachers through the MusiCounts Teacher of the Year Award. For more information, please visit: www.musiccounts.ca

For more information about MusiCounts please contact:

Indoor Recess Inc.

Joanne Settingington - ph. 416.703.5217 / e. joanne@indoorrecess.com