



Fefe Dobson performs at MusiCounts Band Aid Presentation to Six Toronto District School Board Schools

Toronto, ON – March 24, 2011 – It's a celebration of music this week in Toronto! The 40th Anniversary of the JUNO Awards has the city buzzing with Canada's biggest and best music artists. MusiCounts joined in the celebration by hosting an event today at The Ontario Science Centre to acknowledge six Toronto District School Board schools that were the recipients of MusiCounts' Band Aid Grants. Over 250 students from Claireville Junior School, Dovercourt Public School, John McCrae Senior Public School, Oakridge Junior Public School and Rose Avenue Junior Public School filled the Imperial Oil Room along with media and MusiCounts guests.

Ontario Science Centre CEO Lesley Lewis welcomed everyone and introduced Director of Education for the Toronto District School Board, Dr. Christopher Spence, who addressed the audience and Melanie Berry, President & CEO, CARAS/The JUNO Awards & MusiCounts, was on hand to speak to the students about this special celebration. Universal Music Canada Recording Artist, Fefe Dobson, who grew up in Toronto, inspired the crowd of 250 students with a live performance. *"I am so honoured to be a part of this event. Access to music and instruments is vital to students. Let's give our full support. Thanks,"* said Fefe.

Gary Slaight, President & CEO of Slaight Communications and MusiCounts sponsor that has generously signed on as a Band Aid patron through 2015, said *"as someone who has had their life influenced by the sound of music so profoundly, I am very proud to be a supporter of MusiCounts, helping them to keep music alive in Canada. I feel very strongly that access to quality music education is an option that every child should have."*

Band Aid grants were awarded to more than 70 schools last year across Canada. The program helps ensure that more children in Canada, regardless of socio-economic circumstances and cultural background, have access to a comprehensive music program through their schools.

The celebration finished with a presentation by The Young Minds on Music Program. Lead by JUNO Award nominees Tom Barlow and Mladen Alexander, the presentation explained some of the links between science and music, how it affects people's minds, and how it has had the power to change the world.

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About Fefe Dobson

Dobson burst onto the music scene as a precocious 18-year-old, releasing her debut album in 2003, which earned her two JUNO Award nominations for Pop Album of the Year and New Artist of the Year. The self-titled album spawned four singles, including “Bye Bye Boyfriend,” “Take Me Away,” “Everything” and “Don’t Go (Girls and Boys).” She appeared as Tina Turner in the NBC series, American Dreams, opened for Justin Timberlake’s European tour, and was featured in a Tommy Hilfiger commercial that included “Don’t Go (Girls and Boys).” In 2010 she toured with Hedley and performed at multiple events around the Vancouver Winter Olympics. November 30 2010 she released her highly anticipated new album Joy and worked with producers David Lichens, Jon Levine, Howard Benson and Bob Ezrin. The album features her huge radio single “Stuttering”.

About The Young Minds on Music Program

Co-founded by JUNO Award nominees Tom Barlow and Mladen Alexander, The Young Minds on Music is a multi-disciplined concert workshop that combines music and education in an unprecedented way. The program demonstrates the power of music to change our minds, our communities and our world for the better. Delivering full scale audio, video and lighting for the full concert experience combining a performance with relevant messages to schools across Canada and giving our youth the opportunity to experience a concert while learning valuable life lessons.

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, Corus Entertainment, 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 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 please contact:

Indoor Recess Inc.

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