



Introducing MusiCounts' First Ever Youth Ambassador: The Sensational Nikki Yanofsky!

Vocal prodigy and two-time JUNO Award nominee Nikki Yanofsky is a strong advocate for music education. After beginning her role as our MusiCounts Youth Ambassador and participating in a Band Aid presentation this past January for Centennial Regional High School in Montréal, Nikki continued her unwavering support of music education. During the recent Canada's Walk of Fame Gala, Nikki was presented the inaugural Allan Slaight Award and generously donated her \$10,000 prize to MusiCounts. It is an honour and a privilege to have Nikki represent MusiCounts as the Youth Ambassador.



71 Schools Across Canada Receive Band Aid Grants New Partnership with the Slaight Family Foundation and the Toronto District School Board Announced



Students and teachers are celebrating \$560,000 worth of new instruments that MusiCounts awarded to 71 deserving schools across Canada! The 2010-2011 Band Aid Grants recipients received grants of either \$5,000 or \$10,000. In partnership with the Slaight Family Foundation and the Toronto District School Board (TDSB), MusiCounts also introduced a five-year initiative that will annually award an additional six schools in the Greater Toronto Area with \$10,000 Band Aid Grants in support of their music programs. These schools will be selected based on the greatest need by the TDSB, the largest school board in Canada representing nearly 600 schools.

MusiCounts Baldwin Piano Prize

MusiCounts and Baldwin Pianos have teamed up to create a new initiative that provides one successful school applicant per year the delivery of a Baldwin Artist Grand piano valued at over \$40,000. Applications were only accepted from previous Band Aid Grant recipient schools. Out of the 87 applications received, Westview Centennial Secondary School was chosen to be the first ever recipient of the Baldwin Piano Prize. On September 16, 2010, more than 400 students of Westview Centennial packed an auditorium to celebrate the occasion. The event was highlighted by special performances by two Westview Centennial students and by JUNO Award-nominee, Denzal Sinclair.



STARS Perform at Vancouver School



Elementary and secondary students along with special guests gathered at Vancouver Technical Secondary School on November 4, 2010 for a Band Aid Celebration. They were 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. STARS also spoke to the students about the impact of music in their lives. Since receiving a \$10,000 Band-Aid Grant in the beginning of the 2009- 2010 school year, the music program at Vancouver Tech has continued to grow, doubling in size since 2008.



Polaris Music Prize & MusiCounts in Harmony Once Again



On Monday, September 20, 2010, The Polaris Music Prize held a viewing party at the Drake Hotel in Toronto in conjunction with MusiCounts. This was the first ever opportunity for fans to watch the event live. Fans also witnessed Karkwa take home the 2010 Polaris Music Prize! In addition to the viewing party, limited edition Polaris Music Prize posters were signed by the 2010 nominees and auctioned off on eBay with all the proceeds going to MusiCounts.

Canadian Independent Acts Doing Their Part to Keep Music Alive



Vancouver-based rock outfit Said the Whale recently took part in several benefits including many shows done at Vancouver-area high schools. The group helped to not only spread the word about MusiCounts and the importance of music education, but they also helped to raise over \$3,000 in support of music education in Canada. On the other side of the Strait of Georgia, Victoria rock ensemble, Acres of Lions also played some shows in support of MusiCounts, raising \$500. In addition, the group also recorded a special cover of Corey Hart's "Never Surrender," which is now available on iTunes.



All proceeds generated by the sales of this single between now and December 25th, 2010 will be donated to MusiCounts. Recently stranded in Kamloops, BC due to van complications, Halifax based roots-rockers The Stanfields needed to raise some money through an online "Bring Us Home" campaign. The band quickly raised enough to fix their van and return home. The surplus funds of \$513.65 from their campaign were thoughtfully donated to MusiCounts.



Justin Bieber Auctions

On November 22nd, Justin Bieber fans were able to bid on 2 tickets to his SOLD OUT concert, at the Air Canada Centre on November 23rd, and the chance to meet the young teenage heartthrob. Lesley from Mississauga won the auction at \$720! 100% of the proceeds generated by the sale went to MusiCounts.

A special thanks to Universal Music Canada for donating the tickets and meet & greet package.



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