



## Schools are Now Invited to Apply for the MusiCounts Roland Jam Pak, Presented by SiriusXM

**Toronto, ON – November 21, 2011** – MusiCounts, along with Roland and SiriusXM Canada, is excited to announce the creation of a partnership that will award the newly created MusiCounts Roland Jam Pak, presented by SiriusXM, to one Canadian Jr. High or Secondary school. The new initiative will fill the winning school's music room with a jam-band collection of instruments worth over \$12,000. The pack will include a drum kit, digital piano, synthesizer, amps, and a number of other great accessories to add to the school's instrument collection and music program.

The MusiCounts Roland Jam Pak, presented by SiriusXM, will be open to all Public, Jr. High and Secondary schools within Canada. The winning school will be chosen based on a number of criteria, including economic need; inventory and condition of instruments; number of students; dedication of school staff; and how the schools would plan to use the Jam Pak if awarded.

"At Roland, our commitment to supporting music education is an ongoing, important part of our activities. That is why we are excited to partner with an organization like MusiCounts on the MusiCounts Roland Jam Pak presented by SiriusXM. We believe our combined efforts to support educators in bringing music education to more young Canadians will ensure that future generations will know the joy and experience the countless benefits of making music," said Doug McGarry, Executive Education Manager, of Roland Canada.

The application time period will run from November 21 to December 23, 2011. Applicants will be notified regarding the status of their application by the end of January 2012, with the formal announcement of the winning school taking place shortly thereafter.

Please visit [www.musiccounts.ca](http://www.musiccounts.ca) to apply.

The MusiCounts Roland Jam Pak, presented by SiriusXM contents:

- 1 x Roland TD-9K2S V-Drums Kit
- 1 x Roland PM-30 V-Drums Monitor
- 1 x Roland FP-4F Digital Piano
- 1 x Roland Lucina AX-09 Black Synth
- 1 x Roland JUNO-Gi Synthesizer
- 1 x Boss VE-20 Vocal Processor
- 1 x Roland DAP-3 V-Drums Accessory Kit
- 2 x Roland BA-330 Portable PA Speaker
- 1 x Roland KC-150 Keyboard Amplifier
- 1 x Roland CUBE 60XL BASS Amplifier
- 1 x Roland CUBE 40 XL GUITAR Amplifier
- 3 x Roland DR-50 Dynamic Microphone
- 3 x Roland ST-100MB Mic Stand
- 1 x Roland KS-18Z Keyboard Stand
- 4 x Roland RH-D20 Digital Headphones

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### **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 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 Awards nominee compilation CDs; annual contributions by Bell Media; EMI Music Canada Inc.; Sony Music Entertainment Canada Inc.; Universal Music Canada and Warner Music Canada Ltd.; as well as JUNO 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, SiriusXM and the Slight Family Foundation. Since the Program's establishment in 1997, nearly five million dollars has been donated impacting 262 post secondary music program graduates and an estimated 400,000 individual students, their schools and communities, from coast to coast. MusiCounts will soon have also honoured 7 extraordinary music teachers through the MusiCounts Teacher of the Year Award. For more information, please visit: [www.musiccounts.ca](http://www.musiccounts.ca).

### **About Roland Canada**

Roland is a world leader in the design, manufacture and distribution of electronic musical instruments, professional audio equipment, multimedia products and music accessories. The Roland brand family includes Roland, BOSS, Cakewalk and Rodgers. Roland's impressive line of products includes, but is far from limited to, guitar effects pedals, electronic percussion, acclaimed digital pianos, synthesizers, digital mixers and music production software. For more information, contact Roland Canada Ltd, 5480 Parkwood Way, Richmond BC V6V 2M4, (604) 270-6626 (x102 for media use only), [www.roland.ca](http://www.roland.ca).

### **About SiriusXM Canada**

Canadian Satellite Radio Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada is the country's leading audio entertainment company and broadcasts more than 120 satellite radio channels featuring premier sports, news, talk, entertainment and commercial-free music. SiriusXM Canada offers an array of content from the most recognized news and entertainment brands as well as from professional sports leagues including the NHL, NFL, MLB and CFL.

SiriusXM programming is available on a variety of devices including pre-installed and after-market radios in cars, trucks and boats, smartphones and mobile devices, and consumer electronics products for homes and offices. SiriusXM programming is also available online at [www.sirius.ca](http://www.sirius.ca) and [www.xmradio.ca](http://www.xmradio.ca) and on Apple, BlackBerry and Android-powered mobile devices.

SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 3,000 retail locations nationwide.

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