



For Immediate Release

The JUNO Awards Head West to Calgary, Alberta, in 2008

Canada's most prestigious awards show to take place in one of Canada's fastest growing cities

Calgary, Alberta (February 21, 2007) - The Canadian Academy of Recording Arts and Sciences (CARAS) along with broadcast partner CTV, have confirmed that the city of Calgary will host The 2008 JUNO Awards. The announcement was made today at a Calgary media conference with CARAS President Melanie Berry and Deputy Mayor Joe Ceci. The JUNO Awards will visit Alberta for its second time after Edmonton in 2004. All of the JUNO Awards' exciting events will take place over a three-day celebration of Canadian music in Calgary beginning April 4, 2008 and culminating in *The 2008 JUNO Awards* broadcast on CTV on Sunday, April 6, 2008.

"There is an extraordinary energy in Calgary right now and we are thrilled that the 2008 JUNO Awards will be part of this renaissance happening in the West," said Melanie Berry, CARAS President. "Every year, since taking the show on the road, the JUNO Awards have been showcasing the vibrancy of each host city and connecting with fans locally, regionally and across the country."

"Calgary will be CTV's seventh stop on a cross-country road trip that has brought a live, electrified stadium show to millions of Canadians," said Susanne Boyce, CTV President of Programming and Chair of the CTV Media Group. "With Calgary's famous hospitality, we know *The 2008 JUNO Awards* are in good hands."

The Calgary bid committee successfully presented the city as an ideal place to host Canada's largest awards show. Many elements were considered as the JUNO Awards and Juno Weekend events continue to grow each year in popularity.

"We are pleased about the prestige of hosting Canada's premier music event as it will not only put Calgary into the national and international spotlight, but also give the local music scene a tremendous boost through the inspiration of Canada's most talented artists performing in Calgary. We also expect to experience a positive economic impact in the area of seven to 10 million dollars," said Calgary Mayor, Dave Bronconnier.

Marco De Iaco, co-chair of Calgary's host committee and Senior Manager of Sport & Major Events for Tourism Calgary said, "We are continuing with our strategy of drawing major events to the city. Winning this bid is a significant milestone in a long-term commitment to being competitive in the business of major event tourism. Hosting the JUNO Awards will not only contribute a strong financial impact, but will also enhance the arts and cultural scene for Calgary and bring focused media attention to our city."

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Calgary is known as the Heart of the New West, a destination where people from around the world come to experience adventure, rich Western heritage, pioneering traditions, thriving arts and culture, and the majestic landscape of our prairies, foothills and the Canadian Rockies. A city of genuine hospitality and uncommon energy, Calgary is Canada's newest urban playground and home to one million people.

Calgary is also home to an impressive range of talent and an increasingly vibrant arts and music scene. Solo artists and bands of all genres thrive in Calgary alongside an unrivalled level of music activity from organizations including Calgary Opera, the Calgary Folk Music Festival, the Honens International Piano Competition, Cantos Music Foundation and the Calgary Kiwanis Music Festival. Artists like Kris Demeanor, Chad VanGalen, Ronnie Hayward mix with Calgary punk rock bands Bogart, Knucklehead, Chixdiggitt and indie rock groups like Wood Pigeon, Lucid 44 and Remote Kid.

Some of the dynamic events slated to take place as part of the 2008 JUNO Awards in Calgary include the popular **Juno Cup** celebrity fundraiser hockey game benefiting MusiCan, CARAS' music education program; **JunoFest**, a multi-venue two-day musical extravaganza showcasing local and national artists; **Songwriters' Circle**, an intimate afternoon featuring Canada's premier songwriters; and the fan-favourite, **Juno Fan Fare**, an opportunity to get up close with their favourite artists including autograph sessions and interviews.

Broadcast in High-Definition and 5.1 Surround Sound, ***The 2007 JUNO Awards*** will be broadcast for the sixth year in a row on CTV, the official broadcast partner of the JUNO Awards, on **Sunday, April 1, 2007**. Hosted by international superstar Nelly Furtado, *The 2007 JUNO Awards* will feature performances by Alexisonfire, Billy Talent, City and Colour, Gregory Charles, k-os, The Tragically Hip and Three Days Grace.

Since CTV joined forces with CARAS in 2001, the *JUNO Awards* has been broadcast from St. John's (2002), Ottawa (2003), Edmonton (2004), Winnipeg (2005) and Halifax (2006). In April 2006, 1.7 million Canadians watched Pamela Anderson host *The 2006 JUNO Awards*, 26 per cent more viewers than watched *The Grammy Awards*, making it the most-watched music awards program of the year. Previous hosts of ***The JUNO Awards*** include Brent Butt (2005), Alanis Morissette (2004), Shania Twain (2003) and Barenaked Ladies (2002).

Sponsors for the 2008 JUNO Awards include FACTOR, Canada's Private Radio Broadcasters and the Government of Canada through the Department of Canadian Heritage's "Canada Music Fund", the Government of Alberta, the City of Calgary, Tourism Calgary and Radio Starmaker Fund.

About CARAS:

The Canadian Academy of Recording Arts and Sciences/L'academie canadienne des arts et des sciences de l'enregistrement (CARAS) is a not-for-profit organization created to preserve and enhance the Canadian music and recording industries and to contribute toward higher artistic and industry standards. The main focus of CARAS is the exploration and development of opportunities to showcase and promote Canadian artists and music through television vehicles such as the JUNO Awards. For more information on the 36th annual JUNO Awards, visit www.junoawards.ca. For information on the Canadian Academy of Recording Arts and Sciences (CARAS), visit www.carasonline.ca.

About CTV:

CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information, and entertainment programming. It has the number-one national newscast, CTV National News With Lloyd Robertson, and is the number-one choice for prime-time viewing. CTV owns 21 conventional television stations across Canada and has interests in 15 specialty channels, including the number-one Canadian specialty channel, TSN. CTV is owned by CTVglobemedia, Canada's premier multi-media company. More information about CTV may be found on the company Web site at www.ctv.ca.

Web Links:

Official JUNO Awards website: www.junoawards.ca

CARAS website: www.carasonline.ca

CTV's JUNO Awards website: www.junos.ctv.ca

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