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## TORONTO, ONTARIO WILL HOST THE 40<sup>TH</sup> ANNIVERSARY CELEBRATIONS OF THE JUNO AWARDS IN 2011

**Toronto, ON** (January 25, 2010) -- Landmark year, landmark city: Canada's Music Awards returns home to celebrate in grand style. The Canadian Academy of Recording Arts and Sciences (CARAS), along with broadcast partner CTV, are pleased to announce Toronto, Ontario, as the Host City for the 2011 JUNO Awards, marking its 40<sup>th</sup> anniversary next year. The Awards' celebration dubbed **JUNO Week** will take place **March 21-27, 2011**, culminating in the live CTV broadcast of THE JUNO AWARDS, Sunday, March 27 from the Air Canada Centre.

"The JUNO Awards has had such a significant impact on Canada and the Canadian music industry over the past 40 years. There is much to celebrate and reflect upon within four decades of accomplishments, and we can't think of a more fitting city to host the festivities than Toronto," said Melanie Berry, President & CEO of CARAS. "Toronto is sure to put its own vibrant and distinct personality to Canada's most recognizable music awards show -- a perfect convergence of music, culture, diversity and industry."

"We invite Canadians from across the country to join the party in Toronto for what is surely to be one of the most festive JUNO Awards ever," said Susanne Boyce, President, Creative, Content and Channels, CTV Inc. "With both the 40<sup>th</sup> anniversary of the JUNO Awards and the 10<sup>th</sup> anniversary of CTV's partnership with CARAS, there is lots to celebrate, and I'm sure Toronto will be the consummate host."

CARAS selected Toronto, Ontario, based on its strong bid and the solid partnership presented by the Province of Ontario, City of Toronto and the private sector led by Tourism Toronto.

"The Ontario Media Development Corporation is thrilled to help bring the JUNO Awards back to Toronto for its milestone anniversary," said OMDC President & CEO Karen Thorne-Stone. "Ontario is recognized as a global leader in the music and cultural media industries and the JUNO Awards provide a wonderful opportunity to showcase our fabulous music industry -- a key component of Ontario's burgeoning knowledge economy."

"I am very pleased that the City of Toronto is bringing the JUNO Awards home to Canada's entertainment capital to celebrate its 40<sup>th</sup> anniversary," said Toronto Mayor David Miller. "The 2011 JUNO Awards, in combination with winning the rights to host a number of other important international events, will boost Toronto's economy and enhance the strength of our vital tourism sector."

Toronto is widely considered to be a cultural, entertainment and economic capital of Canada. A unique creative spirit and eclectic environment thrives in cosmopolitan Toronto, making it a top-rated international destination for premier performing arts events and cultural festivals, all set against a backdrop of unique architecture and world class venues. Toronto is an urban mecca rich with heritage, and proudly recognized as one of the world's most multicultural cities.

"We are thrilled that the JUNO Awards has chosen Toronto," said David Whitaker, President & CEO of Tourism Toronto. "We look forward to the opportunity of hosting such a prestigious event and helping present the city and Canada's musical gemstone on the world stage."

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The JUNO Awards history dates back to 1970 when the inaugural Gold Leaf Awards were held in Toronto as an industry awards event. In 1971, it became recognized as the JUNO Awards in honour of Pierre Juneau, the first chairman of the Canadian Radio-Television Commission (CRTC). Today, the JUNO Awards have evolved from a one-day awards event to a weeklong celebration featuring events that attract thousands of music fans from across the country and abroad. Stay tuned in the coming months for event announcements celebrating the 40<sup>th</sup> Anniversary of the JUNO Awards.

Since CTV first partnered with CARAS in 2002, the JUNO Awards have travelled city to city across Canada starting in St. John's, NL, and followed by Ottawa (2003), Edmonton (2004), Winnipeg (2005), Halifax (2006), Saskatoon (2007), Calgary (2008), and Vancouver (2009). 2010 marks the return of the JUNO Awards to St. John's, airing live on CTV on Sunday, April 18.

Sponsors of the 2011 JUNO Awards to date include the Ontario Media Development Corporation (OMDC), the City of Toronto and Tourism Toronto.

**Web Links:**

Official JUNO Awards website: [www.junoawards.ca](http://www.junoawards.ca)

CTV's JUNO Awards website: [www.junos.ctv.ca](http://www.junos.ctv.ca)

CARAS website: [www.carasonline.ca](http://www.carasonline.ca)

CTV website: [www.ctv.ca](http://www.ctv.ca)

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**Media Contacts:**

For more information on the JUNO Awards, contact:

Chris McDowall

416-628-5648

[cmcdowall@hccink.com](mailto:cmcdowall@hccink.com)

Tiffany Astle

416-628-5603

[tastle@hccink.com](mailto:tastle@hccink.com)

[www.holmescreativecommunications.com](http://www.holmescreativecommunications.com)

For more information on THE JUNO AWARDS broadcast on CTV, contact:

Amanda Rinaldo

416-384-5325

[amanda.rinaldo@ctv.ca](mailto:amanda.rinaldo@ctv.ca)

Renee Dupuis

416-384-3154

[renee.dupuis@ctv.ca](mailto:renee.dupuis@ctv.ca)

**More Contacts:**

Ontario Media Development Corporation:

George McNeillie

416-642-6619

[gmcneillie@omdc.on.ca](mailto:gmcneillie@omdc.on.ca)

City of Toronto:

Duncan H. Ross

416-397-5395

[dhross@toronto.ca](mailto:dhross@toronto.ca)

Tourism Toronto:

Cathy Riches

416-987-9077

[criches@torcvb.com](mailto:criches@torcvb.com)