



FOR IMMEDIATE RELEASE

TORONTO WELCOMES HOME 40TH ANNIVERSARY OF THE JUNO AWARDS

***NEW JUNO statuette and
All-NEW celebrations of Canadian music...fashion...art...and everything in between!***

*40th Anniversary commemorative book "Music from Far and Wide..."
goes on sale November 9th!*

Toronto, ON (October 26, 2010) – Ruby anniversary celebrations and revelry took place in Toronto, ON, tonight as hundreds from the music industry packed the historic venue of St. Lawrence Hall – site of the first JUNO Awards in 1970 – to officially usher in the 2011 JUNO Awards. The Canadian Academy of Recording Arts and Sciences (CARAS) is celebrating two-fold: Canada's Music Awards are turning 40, and returning home to its city of origin!

A stunning new crystal statuette for the 2011 JUNO Awards was unveiled alongside announcements of 40th Anniversary events taking place across the city. Tonight also marked the official book launch of *"Music from Far and Wide: Celebrating 40 Years of the JUNO Awards"* published by Key Porter Books, which goes on sale in bookstores nationwide starting November 9.

"The JUNO Awards are a constantly evolving celebration. This year we're truly enhancing the entertainment experience by offering all-new engaging events celebrating Canadian music 365 days of the year," said Melanie Berry, President & CEO of CARAS. "Tonight has been 40 years in the making, 40 years of celebrating the strength and diversity of our rich musical heritage and artists, and 40 years of bringing Canadian music closer to the fans."

The 40th Anniversary celebrations culminated with a retrospective showcase of seven previous JUNO Awards statuettes, dating back to the original 1970 Gold Leaf Award. Special guests including seven-time JUNO Award winners, Billy Talent, and long-time JUNO Award designer and creator Shirley Elford, were on hand to help reveal the newest 2011 JUNO Award design honouring the 40th Anniversary.

To download photos of the new 2011 JUNO Award and past statuettes, go to
<http://junoawards.ca/press/photo-access/>

Since CTV joined forces with CARAS in 2001, The JUNO Awards has traveled across Canada from one coast to the other and back again, bringing a live, electrified stadium show to millions of Canadians locally and in homes across the country. First broadcast live on CTV from St. John's in 2002, CARAS and CTV have brought The JUNO Awards to Ottawa (2003), Edmonton (2004), Winnipeg (2005), Halifax (2006), Saskatoon (2007), Calgary (2008), Vancouver (2009) and St. John's again in 2010. The 2011 JUNO Awards, to air live from Toronto's Air Canada Centre on Sunday, March 27, marks the 10th anniversary broadcast of Canada's Music Awards on CTV.

JUNO Week takes place **March 21-27, 2011** and will encompass a spectacular programme of events spanning all art forms from music, fashion, art, literature and much more – planned by CARAS and the 2011 Toronto Advisory Committee, chaired by Gary Slaight, President & CEO of Slaight Communications. Signature JUNO Week events are also scheduled to take place including Juno Cup, JunoFest, Juno Fan Fare and Songwriters' Circle.

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40th Anniversary celebrations will include:***Music from Far and Wide: Celebrating 40 Years of the JUNO Awards – 40th Anniversary Book***

Published by Key Porter Books

In stores: Tuesday, November 9, 2010

The JUNO Awards' 40th Anniversary coffee-table book chronicles the extraordinary history of Canada's Music Awards spanning four decades. More than 100 JUNO Award-winning artists, nominees and past participants as well as music industry influencers have contributed to the book, which is beautifully spun together by four co-authors: Larry LeBlanc, Nick Krewen, Karen Bliss and Jason Schneider. This limited edition collector's book is filled with over 150 photos of some of the JUNO Awards' greatest and memorable moments. Forwarded by Blue Rodeo's Jim Cuddy, the book is also filled with artist introductions from JUNO Award winners including Burton Cummings and Jann Arden among others.

Proceeds will go to MusiCounts, Canada's music education charity associated with CARAS.

JUNO Sole: Celebrating 40 Years of the JUNO Awards @ The Bata Shoe Museum

Date: November 10, 2010 – November 30, 2011

The *Star Turns* gallery at the renowned Bata Shoe Museum will be transformed into an exciting space that celebrates the past, present and future of Canadian music through fashion. A dazzling showcase of 40 stylish and one-of-a-kind shoes will be on display until the end of November 2011, donated by past JUNO Award winners, nominees and Canadian music icons of all genres spanning four decades including Anne Murray, Avril Lavigne, Dan Hill, K'Naan, Nelly Furtado, Nickelback, Oscar Peterson, and Shania Twain to name a few.

A private launch event will take place November 9th at the Bata Shoe Museum, hosted by JUNO Award-winning songstress and style maven, Jully Black.

JUNO Decades: A 40th Anniversary Concert Series @ The Legendary Horseshoe Tavern

Dates: December 4, 2010: Songs of the '70s – Produced by Six Shooter Records and Starfish Entertainment

January 8, 2011: Songs of the '80s – Produced by Last Gang Entertainment

February 5, 2011: Songs of the '90s – Produced by Dine Alone Records and Bedlam Music Management

March 5, 2011: Songs of the '00s – Produced by Pheromone Recordings and MapleMusic Recordings

Presented by Ontario Media Development Corporation (OMDC), Toronto's legendary music destination, The Horseshoe Tavern, will host an innovative new concert series celebrating four decades of Canadian music on stage! Beginning this December, songs from the '70s through to the new millennium will be highlighted on the first Saturday of each month, featuring both contemporary and legendary artists. In keeping with The Horseshoe Tavern's tradition, expect more than a few surprise appearances along the way.

Proceeds will go to MusiCounts, Canada's music education charity associated with CARAS.

The JUNO Tour of Canadian Art @ the AGO

Date: February 16 – August 31, 2011

www.ago.net

Visitors to the Art Gallery of Ontario (AGO) will have the opportunity to experience a new and intimate perspective on the gallery's existing works of art via **The JUNO Tour of Canadian Art**. Eight JUNO Award winners and nominees will select artistic works within the AGO's Canadian collections that serve as a personal or artistic inspiration. Their response will be recorded and displayed in the gallery on a video screen next to their chosen piece. Participating artists include: Alpha Yaya Diallo, Buck 65, Dan Hill, Gord Downie, Hawksley Workman, Jane Bunnett, Measha Brueggergosman and Tanya Tagaq.

The official launch event takes place on February 16, 2011 at the Art Gallery of Ontario.

"JUNO Rocks" Gardens @ Canada Blooms

Venue: Direct Energy Centre, Heritage Court

Date: March 16-20, 2011

Canada Blooms: The Flower & Garden Festival, will present five specially designed themed gardens in honour of the JUNO Awards' 40th Anniversary. Five selected JUNO Award nominees and winners will collaborate with garden builders from Canada Blooms to create beautiful personalized gardens reflecting each artist's particular style and genre.

JUNO Week @ the Ontario Science Centre

Date: March 20, 2011 – March 27, 2011

The Ontario Science Centre celebrates the 40th Anniversary of the JUNO Awards by kicking off JUNO Week with a children's concert. Children's Album of the Year nominee Bobs and Lolo will perform on Sunday, March 20, 2011. Starting March 21 and running until March 25, 2011 music-themed workshops with JUNO Award nominees and winners will run in the centre.

There will also be a Band Aid Musical Instrument Grant presentation with several Toronto area schools on Thursday, March 24, 2011. The presentation will be made by a JUNO Award nominee who will attend and perform.

Ovation: Celebrating 40 Years of the JUNO Awards

Venue: Roy Thomson Hall

Date: March 22, 2011

Tickets: \$49.50-99.50 on sale online at www.roythomson.com , by phone at 416-872-4255 or in person at the Box Office at 60 Simcoe Street.

Past JUNO Award Classical nominees and winners gather to make music in celebration of the 40th Anniversary of Canada's Music Awards. Hosted by Peter Oundjian, Music Director of the Toronto Symphony Orchestra, the evening features Measha Brueggergosman, Angèle Dubeau & La Pietà, Tafelmusik Baroque Orchestra and the Gryphon Trio.

Sponsors of The 2011 JUNO Awards include FACTOR, Canada's Private Radio Broadcasters and The Government of Canada through the Department of Canadian Heritage's "Canada Music Fund," and Radio Starmaker Fund, Ontario Media Development Corporation (OMDC), The City of Toronto, Tourism Toronto, and funding partner Ontario Cultural Attractions 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 vehicles such as The JUNO Awards. For more information on the 40th Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences' (CARAS) website please visit www.junoawards.ca or www.carasonline.ca.

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