



## First Group of Performers Announced for 10<sup>th</sup> Anniversary Broadcast of THE JUNO AWARDS, Sunday, March 27 on CTV

– Tickets go on sale Saturday, February 5 –

**Toronto, ON (February 1, 2011)** – CTV and The Canadian Academy of Recording Arts and Sciences (CARAS) announced today the first round of artists confirmed to perform on CTV's broadcast of **THE 2011 JUNO AWARDS** on **Sunday, March 27**. The exciting group of world-class performers reflect the diverse nature of Canada's musical landscape, spanning multiple genres from indie rock to pop. Tickets to THE 2011 JUNO AWARDS go on sale starting this Saturday, February 5 at 10am (ET).

Taking the stage to help celebrate the 40<sup>th</sup> Anniversary of the JUNO Awards are:

- Internationally acclaimed band, **Arcade Fire**
- Indie rock collective, **Broken Social Scene**
- Genre-bending band, **Down With Webster**
  - Six time platinum pop rockers, **Hedley**
- Acclaimed multi-platinum soulful artist, **Johnny Reid**

**\*\*Media Note\*\* - Photos for all THE 2011 JUNO AWARDS performers are available at [www.ctvmedia.ca/ctv](http://www.ctvmedia.ca/ctv).**

"Generations of Canadians have grown up with The JUNO Awards. Now 40 years later, CTV remains uniquely proud to be partnered with such a tremendous force as our beloved Canadian artists," said Susanne Boyce, President, Creative, Content, and Channels, CTV Inc. "On March 27, CTV will present its 10<sup>th</sup> JUNO AWARDS, a broadcast spectacle befitting our incomparable music industry. We can't wait for the magic to begin!"

"This powerhouse group of artists cross a variety of genres and will provide a once in a lifetime experience for fans," said Melanie Berry, President & CEO of CARAS/The JUNO Awards & MusicCounts. "It's shaping up to be a stellar sampling of Canadian musical excellence on THE 2011 JUNO AWARDS stage!"

Ticket prices for THE 2011 JUNO AWARDS are \$213.75, \$112.00, \$62.25 (includes HST)

plus additional service fees and can be purchased through Ticketmaster [www.ticketmaster.ca](http://www.ticketmaster.ca) or by phone at 1-855-985-5000.

Today's announcement was made alongside the reveal of the 2011 JUNO Awards nominations. Additional performer announcements to be released in the coming weeks.

This year marks the tenth year in a row that **THE JUNO AWARDS** will air on CTV, the Official Broadcast partner of the JUNO Awards. Broadcast in high definition and 5.1 surround sound, **THE 2011 JUNO AWARDS**, Canada's Music Awards, airs **Sunday, March 27** on CTV from the Air Canada Centre in Toronto, hosted by Canadian superstar recording artist Drake.

Since CTV joined forces with CARAS in 2002, The JUNO Awards have travelled across Canada, bringing a live, electrified stadium show to millions of Canadians. CTV has broadcast **THE JUNO AWARDS** from St. John's (2002), Ottawa (2003), Edmonton (2004), Winnipeg (2005), Halifax (2006), Saskatoon (2007), Calgary (2008), Vancouver (2009) and back to St. John's (2010).

**THE 2011 JUNO AWARDS** is produced by Insight Productions in association with CTV and The Canadian Academy of Recording Arts and Sciences (CARAS). Executive Producers are John Brunton and Barbara Bowlby for Insight Productions, and Melanie Berry and Ed Robinson for CARAS. Louise Wood is Producer and Lindsay Cox is Supervising Producer. Susanne Boyce is President, Creative, Content and Channels, CTV Inc.

Broadcast sponsors of **THE 2011 JUNO AWARDS** are Chevrolet, Garnier and Rogers.

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," Radio Starmaker Fund, Ontario Media Development Corporation (OMDC), The City of Toronto, Tourism Toronto, Aeroplan and funding partner Ontario Cultural Attractions Fund.

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)

For performers bios, please go to the artists' official websites:

Arcade Fire: [www.arcadefire.com](http://www.arcadefire.com)

Broken Social Scene: [www.brokensocialscene.ca](http://www.brokensocialscene.ca)

Down With Webster: [www.downwithwebster.com](http://www.downwithwebster.com)

Hedley: [www.hedleyonline.com](http://www.hedleyonline.com)

Johnny Reid: [www.johnnyreid.com](http://www.johnnyreid.com)

Twitter:

[@arcadefire](#)  
[@bssmusic](#)  
[@DOWNWITHWEBSTER](#)  
[@Hedleyonline](#)  
[@JohnnyReid](#)

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