



For Immediate Release

THIRD TIME'S A CHARM!

The 38th Annual JUNO Awards return to Vancouver, BC marking the eighth stop of Canada's musical road trip from coast to coast

- 500 Early Bird Packages to The 2009 JUNO Awards go on sale January 31 -

Vancouver, BC (November 20, 2008) – It's been over a decade since Vancouver last hosted Canada's Music Awards in 1998 (prior to that, in 1991) and now in its Olympic year, the city is primed to welcome the return of Canada's biggest music celebration, **The 2009 JUNO Awards!** Today at a media conference held at The Commodore Ballroom in downtown Vancouver, The Canadian Academy of Recording Arts and Sciences (CARAS) announced the official dates, venues and ticketing details for JUNO Awards Weekend Events slated to descend on the city from **March 26-29, 2009.**

The JUNO Awards Weekend culminates with *The 2009 JUNO Awards* broadcast from General Motors Place on **Sunday, March 29** on CTV.

Three major news announcements were also made at today's media conference. CARAS President Melanie Berry announced **Loverboy** as the 2009 inductees into the Canadian Music Hall of Fame; **Sarah McLachlan** as the recipient of the Allan Waters Humanitarian Award; and the return of **Russell Peters** as host of *The 2009 JUNO Awards*.

The JUNO Awards Weekend encompasses four days of music celebrations and popular events including **Juno Cup**, **JunoFest**, **Juno Fan Fare** and **Songwriters' Circle**, in addition to unique and exciting local festivities organized by the Vancouver Host City Committee bringing "*Music from Sea to Sky*." More news on the JUNO Awards Weekend Events will be announced soon.

500 Early Bird Packages to attend JUNO Awards Weekend Events and *The 2009 JUNO Awards* go on sale January 31, 2009.

Fans will have a chance to secure their spot at the JUNO Awards Weekend Events with the Early Bird Ticket Package. Each package includes:

- One ticket to Juno Cup
- One ticket to Songwriters' Circle
- One JunoFest wristband (valid on both nights). Wristbands offer priority access to all JunoFest venues, subject to capacity. Only persons 19 years of age or older can attend JunoFest
- One ticket to *The 2009 JUNO Awards* Broadcast at General Motors Place

For more information, go to www.junoawards.ca.

2009 JUNO Awards Weekend Events Information:

(Times listed are Pacific Standard Time and subject to change)

JUNO Awards Welcome Reception

Date: Friday, March 27

Location: The Commodore Ballroom

Time: 6 p.m. – 8 p.m.

The party starts here at an exclusive reception held for more than 1000 special guests, industry professionals and sponsors to celebrate the arrival of *The 2009 JUNO Awards*. Guests are treated to an evening of sensational music, entertainment, cocktails and hors d'oeuvres.

*JUNO Awards Welcome Reception is a private, ticketed event.

.../MORE

Juno Cup - Presented by The Keg Steakhouse & Bar

Date: Friday, March 27

Location: UBC Thunderbird Arena

Time: 7:30 p.m. – 10 p.m.

The JUNO Awards Weekend kicks off with its annual hockey fundraiser that matches NHL alumni with top artists and entertainers facing off at centre ice in support of **MusiCounts**, Canada's music education charity, associated with CARAS. Juno Cup has helped raise more than \$700,000 for music programs across Canada and has seen the likes of Lanny McDonald, Doug Gilmour and Wendel Clark lacing up for the cause and competing against members of Blue Rodeo, Billy Talent, Theory of a Deadman and many others.

*Juno Cup is a public, ticketed event.

JunoFest

Dates: Friday, March 27 & Saturday, March 28

Location: Venues to be announced

Time: 9 p.m. – 2 a.m. both nights

Live music hits the streets of Vancouver! JunoFest is a two-night music extravaganza that showcases the talents of over 100 local, regional and national artists representing the diverse spectrum of Canadian music. Nearly half of the participating line-up will be chosen locally to highlight Vancouver's rich and diverse music scene, in addition to performances from 2009 JUNO Award nominees and some of Canada's national touring acts.

*JunoFest is a public, ticketed event.

Juno Fan Fare - Sponsored by Sirius Satellite Radio

Date: Saturday, March 28

Location: To be announced

Time: 11 a.m. – 4 p.m.

FAN-demonium reaches fever pitch at this live and interactive event that connects thousands of music fans to their favourite JUNO Award nominees. The all-day extravaganza is packed with autograph sessions, interviews and prize giveaways – and is FREE to attend! JUNO Award nominees and winners including Alexisonfire, Finger Eleven, Hedley, Jully Black, Nelly Furtado and Nickelback have all participated in previous years.

*Juno Fan Fare is a FREE public event.

JUNO Gala Dinner & Awards - Reception sponsored by FACTOR

Date: Saturday, March 28

Location: Westin Bayshore Ballroom

Time: 4:30 p.m. Reception, 6 p.m. Dinner

Approximately 32 of the 39 coveted JUNO Awards will be given out Saturday night at the JUNO Gala Dinner & Awards attended by 1200 guests, including 2009 JUNO Award nominees, some of whom will appear on stage in unforgettable ensemble performances.

*JUNO Gala Dinner & Awards is a private, ticketed event.

Songwriters' Circle - Sponsored by CMPA and SOCAN

Date: Sunday, March 29

Location: The Centre in Vancouver for the Performing Arts

Time: Noon – 2 p.m.

A select group of 2009 JUNO Award nominees will take to the stage in an intimate afternoon event that is live and unscripted. Artists will share songs, reveal their creative processes and give audiences a first-hand narrative of the stories and inspirations behind their lyrics.

*Songwriters' Circle is a public, ticketed event.

The 2009 JUNO Awards

Date: Sunday, March 29

Location: General Motors Place

Sunday night is the grand finale to a spectacular weekend of Canadian music in Vancouver. Canada's biggest music awards show unfolds at General Motors Place with electrifying performances from music's top acts and JUNO Award nominees. Last year, *The 2008 JUNO Awards* boasted a star-studded line-up of performers including Anne Murray, Avril Lavigne, Feist, Finger Eleven and Michael Bubl  to name a few...Stay tuned for exciting announcements on this year's presenters and performers!

*Tickets to *The 2009 JUNO Awards* go on sale to the public on **February 7, 2009**. Prices range from \$49 to \$199.

Upcoming announcements and ticket information:

January 31	Early Bird Ticket Packages go on sale
February 3	Nominee Press Conference (Toronto)
February 7	<i>The 2009 JUNO Awards</i> broadcast tickets go on sale
February 21	Juno Cup tickets go on sale
February 28	Songwriters' Circle and JunoFest tickets go on sale

For more information on The 2009 JUNO Awards, go to www.junoawards.ca.

Sponsors of *The 2009 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 Province of British Columbia, The City of Vancouver, Music BC 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 vehicles such as The JUNO Awards. For more information on the 38th Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences' (CARAS) please visit our websites at www.carasonline.ca and www.junoawards.ca.

-30-

Media Contacts:

Chris McDowall
Holmes Creative Communications
416-628-5648
cmcdowall@hccink.com

Tiffany Astle
Holmes Creative Communications
416-628-5603
tastle@hccink.com