



For Immediate Release

**ST. JOHN'S, NEWFOUNDLAND & LABRADOR
TO HOST THE 2010 JUNO AWARDS**

St. John's, NL (January 22, 2009) - The Canadian Academy of Recording Arts and Sciences (CARAS) along with broadcast partner, CTV, today announced St. John's, Newfoundland and Labrador as the Host City for **The 2010 JUNO Awards** to be held April 15-18, 2010. This marks the second time St. John's will host Canada's Music Awards that encompasses four days of local festivities and popular JUNO Awards Weekend Events. The 39th Annual JUNO Awards will be broadcast on CTV, Sunday, April 18, 2010.

"The JUNO Awards have come full circle to arrive back in St. John's following the great success of our visit here in 2002, and we at CARAS are thrilled to be returning to a city of such enthusiasm and rich musical tradition," said Melanie Berry, CARAS President. "2010 will mark the beginning of an exciting new city to city cycle for the JUNO Awards."

"With the 2010 JUNO Awards, CTV will have broadcast this tremendous celebration of Canadian music from one coast to the other and back again," said Susanne Boyce, President, Creative, Content and Channels, CTV Inc. "It was in St. John's that CTV began our partnership with CARAS and started taking the show on the road, so next year's broadcast has special meaning."

"The return of The JUNO Awards to St. John's is wonderful news for the music industry in this province whose members are firmly established on national and international stages," said Premier Danny Williams. "We invite the country to celebrate with us in 2010 the extraordinary musical talent of both our province and the country as a whole. Our artists define who we are culturally and contribute substantially to the rich and diverse heritage of Canada, and we look forward to hosting this amazing award show."

A strong bid was presented to CARAS and was awarded to St. John's based on a combination of solid commitments from the municipal, provincial and federal governments, its first-class venues as well as its reputation as a city that embraces and promotes Canadian music and culture.

"The Government of Canada is proud to support The JUNO Awards, which have played a pivotal role in recognizing the careers of our nation's most talented and emerging musicians," said the Honourable Keith Ashfield, Minister of State (Atlantic Canada Opportunities Agency). "Our cultural industries are powerful drivers of economic growth that enrich education and help make vibrant, creative communities."

St. John's, known as *The City of Legends*, is surrounded by spectacular coastlines. Downtown St. John's is a vital urban centre of arts and culture built on significant historic sites, charming streetscapes and exceptional entertainment venues.

"We are extremely delighted to host The JUNO Awards once again in St. John's," remarked Mayor Dennis O'Keefe. "We are proud of our reputation as a cultural capital, and this prestigious event affords us a tremendous opportunity to show the country why St. John's is *the* place to be."

Many venues in the surrounding area of St. John's will host various JUNO Awards Weekend Events. Location and programming details will be announced at a later date.

The successful bid for **The 2010 JUNO Awards** in St. John's received commitments from all levels of government totaling \$1.5 million including \$750,000 from the Province of Newfoundland and Labrador, \$500,000 from the Atlantic Canada Opportunities Agency and \$250,000 from The City of St. John's.

Broadcast in high definition and 5.1 surround sound, **The 2010 JUNO Awards**, Canada's Music Awards, will air on CTV on Sunday, April 18, 2010. It will be the ninth year in a row that *The JUNO Awards* will air on CTV, the official broadcast partner of the JUNO Awards. 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. Since going live from St. John's in 2002, CTV has broadcast *The JUNO Awards* from Ottawa (2003), Edmonton (2004), Winnipeg (2005), Halifax (2006), Saskatoon (2007) and Calgary (2008).

The 2009 JUNO Awards will take place in Vancouver, BC, March 26-29, and will air on CTV on Sunday, March 29, 2009.

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. Broadcast sponsors of The 2009 JUNO Awards are Garnier, Pepsi, Pontiac and Rogers.

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.

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. CTVglobemedia Inc. is Canada's premier multi-media company which owns CTV Inc. and The Globe and Mail. CTV Inc. also owns radio stations across the country, and leading national specialty channels. Other CTVglobemedia investments include an interest in Maple Leaf Sports and Entertainment, and in Dome Productions, a North American leader in the provision of mobile high definition production facilities. More information about CTV may be found on the company website at www.ctv.ca.

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