

FOR IMMEDIATE RELEASE

**THE CANADIAN ACADEMY OF RECORDING ARTS AND SCIENCES
ANNOUNCES STAFF PROMOTIONS**

TORONTO, September 2, 2009 – Melanie Berry, President of The Canadian Academy of Recording Arts and Sciences (CARAS), is pleased to announce a new hire and a number of internal staff promotions.

Jill Primeau is returning to CARAS as Senior Manager, Business Development. She will manage and oversee all future Host City bids beginning with 2011 and will also be responsible for site management and logistics for the 2010 JUNO Awards Week. Primeau previously worked at CARAS for three years and is excited to rejoin the team.

Jane Tattersall joins the company as Senior Manager, Strategic Marketing and Sponsorship. She brings with her strong expertise in Marketing and New Media. In addition to consulting on web strategy and social media integration, Tattersall is the former Director of Marketing for MySpace Canada and has years of experience working within the music industry including EMI Music Canada, Jive/Zomba Records and BMG. She is no stranger to CARAS, having formerly served as the Chair of the Alternative Music Committee and a JUNO Awards judge.

Meghan McCabe has been promoted to Senior Communications Coordinator. She will continue to be responsible for working with the Public Relations firm and overseeing photography, website management, merchandise and hotels for CARAS and the JUNO Awards.

Denise Rayner has taken over the position of Executive Assistant to the President, Melanie Berry. In addition to her responsibilities as EA, Rayner also has more than 20 years experience in office management and will be handling the coordination of various special projects.

Josh McIntyre has been hired as Project and Membership Coordinator. In addition to his Membership responsibilities, he will work directly with the Senior Manager of Business Development and with the Vice President of Events and Special Programming on various projects. McIntyre started with CARAS as an Intern and has now accepted a full-time position.

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 39th 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.

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