

**FOR IMMEDIATE RELEASE**

## **New Executive Director Appointed at MusiCounts**

**TORONTO, September 14, 2009** – Melanie Berry, President of The Canadian Academy of Recording Arts and Sciences (CARAS) and MusiCounts, today announced the appointment of a new Executive Director at MusiCounts, Canada's music education charity associated with CARAS.

Starting September 22, Steve Cranwell will take over his new position, spearheading the organization as it continues to keep music alive in schools across Canada.

Mr. Cranwell has extensive experience in the Canadian music business over the last 20 years, most recently as a high-profile judge on the successful YTV program focused on young performers, *The Next Star*.

"We are pleased to welcome Steve and really appreciate the fact that his breadth of experience in dealing with artists of many ages and stages of their career will definitely contribute to furthering MusiCounts' mission to ensure every student has the opportunity to receive a quality music education in Canada," said Melanie Berry.

Mr. Cranwell had a lengthy career with Polygram/Universal Music in a wide variety of positions, including the management of that company's overall marketing program as Senior VP of Marketing. He has been a consistent hands-on champion of young Canadian musicians, many of whom have gone on to great success, including such distinctive artists as Sarah Harmer, Hedley and Sam Roberts.

"I have always loved the people side of the music business and working with young talent," Steve said. "I'm delighted to be able to focus now on the long-term enhancement of Canadian music at an essential grassroots level by getting involved with exceptional schools, teachers and students."

### **About MusiCounts**

MusiCounts, the music education charity of Canada associated with The Canadian Academy of Recording Arts and Sciences, is helping to keep music alive in schools across Canada. MusiCounts continues to inspire young Canadians through its mandate to ensure that every student has the opportunity to receive quality music education, develop their talent and build self-esteem. MusiCounts provides grants, fosters music programs and awards scholarships. Since the Program's establishment in 1997, over \$3 million has been donated impacting close to 200,000 students, their schools and communities from coast to coast. MusiCounts has also honoured four extraordinary music teachers through the MusiCounts Teacher of the Year Award. MusiCounts is supported by various initiatives such as the JUNO Award nominee compilation CD; annual contributions by CTVglobemedia; EMI Music Canada Inc.; Sony Music Entertainment Canada Inc.; Universal Music Canada and Warner Music Canada Ltd.; as well as Songwriters' Circle sponsored by CMPA and SOCAN; Juno Cup sponsored by The Keg Steakhouse and Bar; and individual and corporate contributions, including Astral Media, and SIRIUS Canada Inc.

For more information, please visit: [www.musiccounts.ca](http://www.musiccounts.ca)

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