



Pepsi® Search is on for One Lucky Winner to “Step Into the Limelight”™ at the 2010 JUNO Awards in St. John’s, NL

Toronto (February 8, 2010) – The search is on for one lucky music fan to become the [Pepsi JUNO™ Fan Choice contest winner](#) and share the limelight with some of Canada’s brightest musical stars at the upcoming 2010 JUNO Awards. The Pepsi Brand is, once again, the sponsor of the JUNO Fan Choice Award, and one fan and three of his or her friends will win the opportunity to attend the awards show in St. John’s, Newfoundland and Labrador. The fan chosen as the **Pepsi JUNO™ Fan Choice contest winner** will walk the red carpet and assist in the presentation of the award during CTV’s broadcast of [THE 2010 JUNO AWARDS](#), airing **Sunday, April 18**.

Beginning today, Canadian fans can vote for their favourite Canadian musical artists nominated for the JUNO Fan Choice Award presented by Pepsi at junos.ctv.ca and enter the online contest to “**Step into the Limelight**” in St. John’s. The nominees for the JUNO Fan Choice Award, as announced today by The Canadian Academy of Recording Arts and Sciences (CARAS) are [Ginette Reno](#), [Johnny Reid](#), [Maxime Landry](#), [Michael Bubl ](#) and [Nickelback](#). Congratulations!

“We’re thrilled to be back as the sponsor of the JUNO Fan Choice Award,” said Cheryl Radisa, Vice President of Consumer Marketing, PepsiCo Beverages Canada. “The [Pepsi](#) Brand has a legacy of engaging consumers through music, and of bringing one-of-a-kind experiences to consumers that they just can’t get anywhere else. The JUNO Fan Choice Award delivers beautifully on both.”

The [Pepsi “Step into the Limelight”](#) contest is open to Canadian music fans 13 years of age and over beginning today at 12:00:01 pm ET, and concluding Tuesday March 30th at 11:59:59 pm ET. The **Pepsi JUNO™ Fan Choice contest winner** and his or her ‘entourage’ of three will live a VIP experience for the weekend. They will be flown to St. John’s, Newfoundland and Labrador, and will receive four nights’ accommodation, have a red carpet experience, tickets to attend THE 2010 JUNO AWARDS broadcast and participate in many other exciting activities happening throughout JUNO weekend. The winner will also receive a makeover, which will include hair and makeup, prior to the show, as well as \$250.00 spending money.

Fans are able to enter the **Pepsi “Step into the Limelight”** contest once per day after voting for the winner of the JUNO Fan Choice Award. Full contest details are available at www.junos.ctv.ca.

About PepsiCo Beverages Canada:

[PepsiCo Beverages Canada](#) is a leader in the Canadian beverages industry and markets a variety of beverages under the following trademarks: PEPSI, DIET PEPSI, PEPSI LIME, DIET PEPSI LIME, 7UP, MOUNTAIN DEW, MUG, AQUAFINA, SOBE, LIPTON and BRISK ICED TEAS, STARBUCKS BOTTLED FRAPPUCCINO, GATORADE, DOLE and TROPICANA.

Information about the JUNO Fan Choice Award can be found online at junos.ctv.ca and in-store promotions in Atlantic Canada.

Sponsors of the 2010 JUNO Awards include FACTOR, Canada’s Private Radio Broadcasters and the Government of Canada through the Department of Canadian Heritage’s “Canada Music Fund,” with commitments from The Atlantic Canada Opportunities Agency (ACOA), the Province of Newfoundland and Labrador, the City of St. John’s and Radio Starmaker Fund.

Sponsors of THE 2010 JUNO AWARDS broadcast on CTV include Chevrolet, Garnier, Pepsi 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 39th Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences (CARAS) please visit our websites at www.junoawards.ca and www.carasonline.ca.

About CTV

CTV, [Canada's Olympic Network](#), is also Canada's largest private broadcaster. Featuring a wide range of quality news, sports, information, and entertainment programming, CTV is Canada’s most-watched television network. CTV Inc. also owns radio stations across the country and owns or has interests in leading national specialty channels, featuring news, sports, factual, arts, entertainment, music, youth and fashion programming. CTV Inc. is owned by [CTVglobemedia Inc.](#) Canada’s premier multi-media company, which also owns Canada’s national newspaper, [The Globe and Mail](#). CTV is the official broadcaster of the Vancouver

2010 Olympic and Paralympic Winter Games and London 2012 Games of the Olympiad. More information about CTV may be found on the network's website at www.ctv.ca.

Weblinks:

- Join the JUNO Awards official Facebook fan page: <http://www.facebook.com/thejunoawards>
- Follow the JUNO Awards on twitter: <http://www.twitter.com/thejunoawards>
- Follow Pepsi Canada on twitter: <http://twitter.com/PEPSICANADA>
- Join Pepsi Canada official Facebook fan page: <http://www.facebook.com/PepsiCanada>
- Official JUNO Awards website: www.junoawards.ca
- CTV's JUNO Awards website: www.junos.ctv.ca
- VOTE for one of your favourite 2010 JUNO™ Fan Choice Award nominees: http://ctv1.ctv.ca/contests/juno2010/?cid=juno_fan_choice

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