



## Final Three Performers Confirmed for THE 2010 JUNO AWARDS, April 18 on CTV

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Toronto, ON (March 25, 2010) – CTV and The Canadian Academy of Recording Arts and Sciences (CARAS) have revealed that rap artist Classified, folk-pop artists Great Lake Swimmers and poetic lyricist K'NAAN are now the final performers confirmed for **THE 2010 JUNO AWARDS** broadcast, airing **Sunday, April 18 on CTV**. As announced on last night's ETALK, these three artists join an already spectacular list of performers confirmed to light up the nation for **THE JUNO AWARDS** broadcast on CTV this year.

The final performance line up for **THE 2010 JUNO AWARDS** broadcast is:

**Billy Talent**  
**Blue Rodeo**  
**Classified**  
**Drake**  
**Great Lake Swimmers**  
**Johnny Reid**  
**Justin Bieber**  
**K'NAAN**  
**Metric**  
**Michael Bublé**

**\*\*Media Note\*\* - Photos for all THE 2010 JUNO AWARDS performers are available at [www.ctvmedia.ca/ctv](http://www.ctvmedia.ca/ctv).**

"These three diverse artists join what is shaping up to be one of the most eclectic JUNO AWARDS broadcasts yet," said Susanne Boyce, President, Creative, Content and Channels, CTV Inc. "We have many surprises still to come for both fans in St. John's and the viewing audience at home, all designed to create one of our most memorable broadcasts ever."

"It's Canada's night to celebrate great Canadian music! I can't think of a better complement to the Awards than to have performances from such a rich cross-section of musical genres that reflect the cultural mosaic that makes up our country," said Melanie Berry, President & CEO of CARAS. "It would be a fantastic show to have any one of these talented performers, but to have all 10 artists of such varying styles and creativity on a single night is sure to be unforgettable."

Broadcast in high definition and 5.1 surround sound, **THE 2010 JUNO AWARDS**, Canada's Music Awards, airs **Sunday, April 18 on CTV** for the second time from the Mile One Centre in St. John's, Newfoundland and Labrador. It is 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. CTV has broadcast The JUNO Awards from St. John's (2002), Ottawa (2003), Edmonton (2004), Winnipeg (2005), Halifax (2006), Saskatoon (2007), Calgary (2008) and Vancouver (2009). The 40<sup>th</sup> annual JUNO Awards will take place March 21-27, 2011 in Toronto, ON, culminating in the live CTV broadcast of THE 2011 JUNO AWARDS, Sunday, March 27 from the Air Canada Centre.

**THE 2010 JUNO AWARDS** is produced by Insight Productions in association with CTV and The Canadian Academy of Recording Arts and Sciences (CARAS). Executive Producers are John Brunton and Barbara Bowlby for Insight Productions, and Melanie Berry and Ed Robinson for CARAS. Louise Wood is Producer and Lindsay Cox is Supervising Producer. Susanne Boyce is President, Creative, Content and Channels, CTV Inc.

Sponsors of **THE 2010 JUNO AWARDS** broadcast on CTV include Chevrolet, Garnier, Pepsi and Rogers.

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.

**Web Links:**

Official JUNO Awards website: [www.junoawards.ca](http://www.junoawards.ca)

CTV's JUNO Awards website: [www.junos.ctv.ca](http://www.junos.ctv.ca)

CARAS website: [www.carasonline.ca](http://www.carasonline.ca)

CTV website: [www.ctv.ca](http://www.ctv.ca)

**For more information on each performer, please visit the artists' official websites:**

Billy Talent: [www.billytalent.com](http://www.billytalent.com)

Blue Rodeo: [www.bluerodeo.com](http://www.bluerodeo.com)

Classified: [www.classifiedofficial.com](http://www.classifiedofficial.com)

Drake: [www.myspace.com/thisisdrake](http://www.myspace.com/thisisdrake)

Great Lake Swimmers: [www.greatlakeswimmers.com](http://www.greatlakeswimmers.com)

Johnny Reid: [www.johnnyreid.com](http://www.johnnyreid.com)

Justin Bieber: [www.justinbiebermusic.com](http://www.justinbiebermusic.com)

K'NAAN: [www.knaanmusic.com](http://www.knaanmusic.com)

Metric: [www.ilovemetric.com](http://www.ilovemetric.com)

Michael Bublé: [www.michaelbuble.com](http://www.michaelbuble.com)

For more information on THE 2010 JUNO AWARDS on CTV, contact:

Amanda Rinaldo

416-384-5325

[amanda.rinaldo@ctv.ca](mailto:amanda.rinaldo@ctv.ca)

Renee Dupuis

416-384-3154

[renee.dupuis@ctv.ca](mailto:renee.dupuis@ctv.ca)

For more information on the 2010 JUNO Awards, contact:

Chris McDowall

416-628-5648

[cmcdowall@hccink.com](mailto:cmcdowall@hccink.com)

Tiffany Astle

416-628-5603

[tastle@hccink.com](mailto:tastle@hccink.com)

[www.holmescreativecommunications.com](http://www.holmescreativecommunications.com)