



Musicians Mix with Olympians on THE 2010 JUNO AWARDS, April 18 on CTV

- Presenters to include Barenaked Ladies, Lights, Dallas Green and more along with Vancouver 2010 gold medallists Alexandre Bilodeau and Jon Montgomery –
- For the first time, broadcast to feature live outdoor hits from St. John's famous George Street –
- Awards categories revealed; encore broadcasts to be available on multiple networks and on demand at CTV.ca –

Toronto, ON (April 1, 2010) – With the biggest night in Canadian music fast approaching, CTV and The Canadian Academy of Recording Arts and Sciences (CARAS) confirmed today that an impressive list of presenters and special guests will descend upon St. John's for the country's preeminent awards broadcast, **THE 2010 JUNO AWARDS**. Appearing in the CTV broadcast are some of music's biggest names, including the hosts of CTV's first JUNO AWARDS broadcast from St. John's in 2002, Barenaked Ladies; along with Vancouver 2010 gold medallists Alexandre Bilodeau and Jon Montgomery. In all, nearly two dozen stars are confirmed to present and make special appearances during the two-hour show, which, for the first time ever, will broadcast from a second location outdoors, along St. John's legendary George Street. **THE 2010 JUNO AWARDS** airs **Sunday, April 18 at 8 p.m. ET on CTV** (visit junos.ctv.ca to confirm local broadcast times). The broadcast will be made available on demand on the CTV Video Player at CTV.ca on April 19.

****Media Note** - Download photos for THE 2010 JUNO AWARDS at www.ctvmedia.ca.**

"As became abundantly clear at the 2010 Olympic Winter Games, Canadians love to celebrate their own," said Susanne Boyce, President, Creative, Content and Channels, CTV Inc. "Music, like sport, touches, lifts and unites us. Musical artists, like athletes, work tirelessly and often with little recognition. THE JUNO AWARDS is one night where we can shine the spotlight on the individuals and groups who inspire us year round."

Among those making special appearances and presentations on **THE 2010 JUNO AWARDS** are:

- JUNO Award-winners Alex Cuba, Barenaked Ladies, Dallas Green, Jarvis Church, Jully Black, and Lights
- First time JUNO Award nominees Carly Rae Jepsen, Danny Fernandes, Shiloh, and Stereos
- Vancouver 2010 Olympic Winter Games gold medallists Alexandre Bilodeau and Jon Montgomery

- Nikki Yanofsky, singer of the Canadian *Billboard* Hot 100 hit “*I Believe*”
- SO YOU THINK YOU CAN DANCE CANADA judge Luther Brown, along with host and ETALK correspondent Leah Miller
- Country superstar Terri Clark and rock band The Trews
- St. John’s singer and songwriter Amelia Curran
- Three Day Grace’s Barry Stock, who will induct April Wine into the Canadian Music Hall of Fame
- Newfoundland native and CTV personality Seamus O'Regan
- Minister of Canadian Heritage and Official Languages, The Honourable James Moore
- The winner of the Pepsi Super Fan contest, who will bestow the JUNO Fan Choice Award presented by Pepsi

CTV and CARAS also confirmed today that seven JUNO Award categories will be presented throughout the show: Group of the Year; Songwriter of the Year (sponsored by SIRIUS Satellite Radio); Rap Recording of the Year; New Artist of the Year (sponsored by FACTOR and Canada’s Private Radio Broadcasters); JUNO Fan Choice (presented by Pepsi); Single of the Year; and Album of the Year (Sponsored by the Canadian Recording Industry Association).

The motley group of presenters confirmed to hand out the Awards join the previously announced and equally diverse group of Canadian artists set to perform throughout the star-studded broadcast on CTV: Billy Talent, Blue Rodeo, Classified, Drake, Great Lake Swimmers, Johnny Reid, Justin Bieber, K’NAAN, Metric and Michael Bublé.

During the broadcast on CTV, quintessential Canadian rockers April Wine will be inducted into the Canadian Music Hall of Fame and Bryan Adams will receive the 2010 Allan Waters Humanitarian Award. Visit www.junoawards.ca or www.Junos.CTV.ca for a complete list of nominees in each category.

Following a midnight repeat on CTV (at 12:05 a.m. ET), encore broadcasts of the two-hour spectacle have also been scheduled across the CTV family of channels (visit junos.ctv.ca to confirm local broadcast times):

- /A\ : Saturday, April 24 at 8 p.m. ET
- MuchMoreMusic: Thursday, April 22 at 9 p.m. ET and Saturday, May 1 at 7 p.m. ET
- Star!: Sunday, April 25 at 9 p.m. ET and Sunday, May 2 at 8 p.m. ET
- Bravo!: Monday, April 26 at 7 p.m. ET and Tuesday, May 4 at 8 p.m. ET

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 40th 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

CTV's JUNO Awards website: www.junos.ctv.ca

CARAS website: www.carasonline.ca

CTV website: www.ctv.ca

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