



FOR IMMEDIATE RELEASE

**LEGENDARY GEORGE STREET  
TRANSFORMS INTO PARTY CENTRAL FOR  
CANADA'S JUNO AWARDS**

**CTV WILL FEATURE LIVE OUTDOOR HITS FROM "JUNOS ON GEORGE"  
AS PART OF THE 2010 JUNO AWARDS BROADCAST**

*Music, entertainment, giveaways and outdoor performance by  
JUNO Award nominee CLASSIFIED*

**Toronto, ON** (April 8, 2010) – Live, interactive, spontaneous -- a new JUNO legacy is established! Canada's Music Awards show will spill out of Mile One Centre and take over St. John's renowned George Street for the ultimate JUNO Awards Broadcast and Live Viewing Party on Sunday, April 18 – and fans are invited to be part of the action!

The Canadian Academy of Recording Arts and Sciences (CARAS) and CTV announced today "**JUNOS on George**" – an unprecedented street party that will take place and be featured during CTV's broadcast of THE 2010 JUNO AWARDS. More than 4,000 fans are expected to pack George Street - recognized worldwide as one of Canada's most vibrant entertainment districts - to participate in this exclusive live experience.

For the first time in JUNO Awards history, the show will broadcast from two locations: Mile One Centre, plus remotely from George Street which will be enclosed and transformed into a massive outdoor party zone from **6:00 pm – 10:00 pm (NDT)** on **Sunday, April 18**. Gates will open at 5:00 pm.

**Tickets to JUNOS on George go on sale Saturday, April 10, 2010 at 12pm (NDT). Tickets are \$20 (plus applicable tax and surcharge) and can be purchased at the Mile One Centre Box Office; by phoning (709) 576-7657, (toll free) at 1-800-361-4595 or online at [www.admission.com](http://www.admission.com). Attendees must be 19 years of age or older.**

Hosted by Newfoundland and Labrador natives **Damnait Doyle** and **Kim Stockwood**, JUNOS on George will feature live entertainment by 2010 JUNO Award nominees **Arkells** and **Deadmau5**, appearances by **Ricky and Bubbles** of **Trailer Park Boys**, as well as giveaways between the hours of 6:00 pm – 8:00 pm.

Then, St. John's residents have their chance to be on national television when CTV cuts to the George Street festivities throughout the two-hour 2010 JUNO AWARDS broadcast, including a featured outdoor performance by rapper and JUNO Award nominee **Classified**. CTV will feature additional live hits from George Street, with appearances by many of the special guests and presenters confirmed for the broadcast, including 2010 Olympic Winter Games gold medallist **Jon Montgomery**. See the full list of presenters [here](#).

Three large viewing screens will carry the 2010 JUNO AWARDS broadcast from Mile One Centre to audiences on George Street during the Live Viewing Party from 8:00 pm – 10:00 pm. Local restaurants, bars and nightclubs participating in JUNOS on George will open their doors to fans as part of the festivities throughout the night.

"We're bringing music to the fans in a whole new way! JUNOS on George will be an unforgettable, unparalleled live experience – marking a JUNO first for fans inside and outside of the broadcast to participate in the show," said Melanie Berry, President & CEO of CARAS. "St. John's most famous street will be buzzing with incredible energy, enthusiasm and spirit – showcased for the entire nation to see."

"Without a doubt, the unofficial host of the broadcast this year is St. John's itself," said Susanne Boyce, President, Creative, Content and Channels, CTV Inc. "For the first time, many moments throughout the show will be broadcast from the heart of the host community. Featuring special guests and presenters during hits from George Street during the show, this fresh element will bring viewers at home into the heart of the action more than ever before."

**JUNOS on George** is supported by the Province of Newfoundland and Labrador, the City of St. John's and The Atlantic Canada Opportunities Agency (ACOA). CARAS and CTV gratefully acknowledge the outstanding support of the above organizations toward this event. For more information on JUNOS on George, go to [www.junoawards.ca](http://www.junoawards.ca).

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JUNO Week takes place April 12-18, 2010, in St. John's, Newfoundland and Labrador, culminating in the live broadcast of THE 2010 JUNO AWARDS, Sunday, April 18 on CTV.

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.

**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)

St. John's Host Committee: [www.ruckusontheedge.com](http://www.ruckusontheedge.com)

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

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

Mile One Centre website: [www.mileonecentre.com](http://www.mileonecentre.com)

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