

**For Immediate Release**

**2010 JUNO AWARDS LAUNCHES 39<sup>th</sup> SEASON**  
**- Submission Calls for 2010 JUNO Awards begin October 1, 2009 -**

*CARAS continues to refine voting criteria  
and introduces enhanced submission process*

Toronto, ON (September 29, 2009) - The Canadian Academy of Recording Arts and Sciences (CARAS) announced today that submissions for the 2010 JUNO Awards will open on **Thursday, October 1, 2009**. Submission processes have been improved since last year, making it easier for Canadian artists to submit work for consideration in advance of the 39<sup>th</sup> edition of Canada's Music Awards. The 2010 JUNO Awards week will be held in St. John's, Newfoundland and Labrador, April 12-18, 2010.

CARAS is strengthening its partnership with YANGAROO for the 2010 awards by enhancing the submission process. Using YANGAROO's patented Digital Media Distribution System (DMDS), the process has been streamlined for ease of use with a new look and new features. It will enable users to add high-resolution photos, a digital booklet and three suggested listening tracks for judges to preview in the artist's biography page. The changes will provide judges with more information to assist them during the voting process.

Music will still be distributed electronically to judges and members during the voting period only. Members will be able to stream music online, while judges will be able to securely download music to their portable music devices.

CARAS has, again, secured the services of PricewaterhouseCoopers LLP to be the official ballot accountants for the 2010 JUNO Awards.

**Important Dates to Remember**

- Submissions for the 2010 JUNO Awards open **October 1, 2009**
- Early-Bird deadline (to receive discounted submission rates) is **October 22, 2009** before 5:00 p.m. (EST)
- Final submission deadline for all categories except International & Album of the Year is **November 13, 2009**
- Final submission deadline for International & Album of the Year is **January 11, 2010**

**Eligibility**

2010 eligibility applies to works released during the period between September 1, 2008 to November 13, 2009. For a complete list of JUNO Awards categories, eligibility rules, voting criteria and submission forms, go to [www.junoawards.ca](http://www.junoawards.ca)

**Voting Criteria Changes**

**COUNTRY ALBUM OF THE YEAR**

Country Recording of the Year is now a FULL album category. Single track submissions will no longer be accepted in this category.

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### **VOCAL JAZZ ALBUM OF THE YEAR & MUSIC DVD OF THE YEAR**

The winners of these categories were previously determined by CARAS member votes. Winners will now be determined by the selected jurors for each category. The juries will remain the same for both rounds of voting, round one will determine the nominees and round two decides the winner.

### **ROCK ALBUM OF THE YEAR & POP ALBUM OF THE YEAR**

The top five nominees in each category were previously voted on by a selected jury and the winners were determined by CARAS member votes. Nominees in each category will now be determined based on 50% sales and 50% jury vote. The winners will be determined by member vote.

### **CD/DVD ARTWORK OF THE YEAR**

CD/DVD Artwork of the Year has been renamed to "Recording Package of the Year." This new title will be more inclusive of vinyls and any other album packaging artwork.

**Voting:** Only current CARAS members as of **December 1, 2009** will receive the Single of the Year, Group of the Year and Artist of the Year voting ballots. For other member-voted categories, only current members as of **February 1, 2010** will receive voting ballots. Members registered after this date will not be eligible to vote for the 2010 JUNO Awards.

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.

### **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 television vehicles such as The JUNO Awards. For more information on the 39th Annual JUNO Awards, visit The Canadian Academy of Recording Arts and Sciences' (CARAS) website at [www.junoawards.ca](http://www.junoawards.ca).

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