



**FOR IMMEDIATE RELEASE**

**"A HEART OF GOLD"  
NEIL YOUNG TO BE HONOURED WITH  
THE 2011 ALLAN WATERS HUMANITARIAN AWARD**

Toronto, ON (January 26, 2011) – He is one of the most gifted and celebrated singer-songwriters in rock and roll history. The Canadian Academy of Recording Arts and Sciences (CARAS) and CTV are pleased to announce **Neil Young** as the recipient of the 2011 Allan Waters Humanitarian Award. The Award, named after CHUM Ltd. founder Allan Waters, is made possible by funding from the CTV-CHUM benefits package.

The Allan Waters Humanitarian Award recognizes an outstanding Canadian artist whose humanitarian contributions have positively enhanced the social fabric of Canada. The award will be presented to Mr. Young during CTV's broadcast of **THE 2011 JUNO AWARDS** on **Sunday, March 27**. Nominations will be announced next Tuesday, February 1.

The impact of Neil Young's music as well as his philanthropy has touched millions of lives and spans generations. Young is a five-time JUNO Award winner and was inducted to the Canadian Music Hall of Fame in 1982. In 2009 he was made an Officer of the Order of Canada and in 2010 was named the MusiCares Person of the Year by The National Academy of Recording Arts and Sciences.

"We are thrilled to salute Neil Young's committed and compassionate legacy. As a driving force behind one of music's most successful fundraising events, Farm Aid, and a key participant in Live 8 right here at home, plus many other deserving causes and programs, his tenacity and spirit is highly regarded among his peers and serves as an inspiration to all of us," said Melanie Berry, President & CEO of CARAS/The JUNO Awards & MusiCounts.

As a two-time inductee to the Rock and Roll Hall of Fame, Young's incredible music career speaks for itself. Whether a solo artist, a member of the iconic groups Buffalo Springfield, and Crosby, Stills, Nash and Young, or Crazy Horse, one thing is certain: Neil Young has remained steadfast, uncompromising and fearless throughout his musical journey. These same characteristics can also be used to describe his charitable interests and dedication.

Since the early days of his music career, Young has been at the forefront of fundraising and social awareness events for causes at home and globally. Having shot to notoriety in the late '60s and throughout the '70s, he used his profile and voice to advocate for the welfare and protection of small farmers in America. In 1985, Young along with country music icon Willie Nelson and rocker John Mellencamp co-founded **Farm Aid**, a benefit concert to help keep family farmers on their land. The inaugural Illinois concert featured dozens of performers, including Bob Dylan, Johnny Cash, Jon Bon Jovi and Joni Mitchell to name a few.

The awareness raised by Farm Aid led to subsequent action by the U.S. Congress to pass the Agricultural Credit Act of 1987, helping to save hundreds of family farms from foreclosure. Young, Nelson and Mellencamp have continued to organize the benefit concert in mid-west cities across America, drawing millions of fans each year. Farm Aid recently celebrated its 25<sup>th</sup> Anniversary in 2010, having successfully raised more than **\$37 million**, making it one of the most successful charitable events in history.

In between recording 37 studio albums over more than 40 years, Young has also managed to devote himself to yet another excellent cause very close to his heart. In 1986, he co-founded **The Bridge School** with wife Pegi Young, to create an organization and school to help educate children with severe speech and physical impairments. Young rallied his fellow musicians and organized the first **Bridge School Benefit Concert** in 1986 to raise funds necessary to build the school.

In 1987, The Bridge School opened its doors within an elementary school in Hillsborough, CA, and has since expanded its educational program to include early childhood intervention, international outreach through Teachers in Residence, and successfully completed construction of a permanent detached facility in 1995.

On the occasion of the school's 20<sup>th</sup> Anniversary, Neil organized a special Benefit Concert featuring a star-studded line-up that included Pearl Jam, Dave Matthews Band, Brian Wilson, Foo Fighters, Trent Reznor, Death Cab for Cutie, Gillian Welch and Devendra Banhart. One week later, The Bridge School hosted its first **"Heart of Gold" Gala** with Sir Elton John providing an evening to remember.

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Although he adopted residency in the U.S., Young never relinquished his Canadian citizenship, and continued to find time to support worthy causes at home. He's joined fellow Canadian musicians in the recording of "Tears Are Not Enough," to help raise funds for famine relief in Ethiopia; closed out the Canadian leg of Live 8; and recently took to the stage for "Summer Sessions" to raise funds for Sarah McLachlan's Foundation, which offers free music programs to children in underserved communities.

Web links:

The Bridge School: [www.bridgeschool.org](http://www.bridgeschool.org)

Farm Aid: [www.farmaid.org](http://www.farmaid.org)

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

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

Neil Young will join past recipients including Bryan Adams (2010), Sarah McLachlan (2009), Paul Brandt (2008), Tom Jackson (2007) and Bruce Cockburn (2006), when he is honoured with the Allan Waters Humanitarian Award during the broadcast of THE 2011 JUNO AWARDS on CTV, Sunday, March 27 in Toronto, ON.

**For more information on the 2011 JUNO Awards, or to download photos of Neil Young, go to [www.junoawards.ca](http://www.junoawards.ca).**

CARAS gratefully acknowledges CTV for its outstanding support of Canadian talent and for its support of this award.

Hosted by Drake, **THE 2011 JUNO AWARDS**, Canada's Music Awards, will be broadcast for the 10<sup>th</sup> year in a row on CTV on **Sunday, March 27** from the Air Canada Centre in Toronto. Previous hosts of THE JUNO AWARDS include Russell Peters in Vancouver (2009) and Calgary (2008), Nelly Furtado in Saskatoon (2007), Pamela Anderson in Halifax (2006), Brent Butt in Winnipeg (2005), Alanis Morissette in Edmonton (2004), Shania Twain in Ottawa (2003) and Barenaked Ladies in St. John's (2002).

**THE 2011 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.

Broadcast sponsors of **THE 2011 JUNO AWARDS** are Chevrolet, Garnier, and Rogers.

Sponsors of the 2011 JUNO Awards include FACTOR, Canada's Private Radio Broadcasters and The Government of Canada through the Department of Canadian Heritage's "Canada Music Fund," Radio Starmaker Fund, Ontario Media Development Corporation (OMDC), The City of Toronto, Tourism Toronto, Aeroplan and funding partner Ontario Cultural Attractions Fund.

#### **About CARAS:**

The Canadian Academy of Recording Arts and Sciences/L'académie 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 40th Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences' (CARAS) website please visit [www.junoawards.ca](http://www.junoawards.ca) or [www.carasonline.ca](http://www.carasonline.ca).

#### **About CTV:**

CTV, [Canada's Olympic Network](http://www.ctv.ca), 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. Official broadcaster of the Vancouver 2010 Olympic and Paralympic Winter Games and London 2012 Games of the Olympiad, CTV Inc. is owned by [CTVglobemedia Inc.](http://www.ctvglobemedia.com), Canada's premier multi-media company, which also owns Canada's national newspaper, [The Globe and Mail](http://www.theglobeandmail.com). More information about CTV may be found on the network's website at [www.ctv.ca](http://www.ctv.ca).

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