



FOR IMMEDIATE RELEASE

A JUNO FIRST!

**THE 2011 JUNO AWARDS ON THE FOREFRONT OF
NEW STANDARDS FOR EVENT SUSTAINABILITY**

Toronto, ON (February 24, 2011) - The Canadian Academy of Recording Arts and Sciences (CARAS) is pleased to announce that it is the first organization in Canada to use the newly launched **CSA Standards** event sustainability management standard. The new CSA Z2010-10 *Requirements and guidance for organizers of sustainable events*, entails that CARAS integrate consideration of environmental, social, and economic impacts into various areas of the planning and management of the 2011 JUNO Awards and events.

Since 2008, CARAS and the JUNO Awards have worked closely with its partner **Strategin Solutions** to develop a comprehensive strategy for improving the sustainability of CARAS office operations and the JUNO Awards events. Use of CSA Z2010-10 is a natural extension of these efforts.

"We are so pleased to demonstrate our commitment once again to sustainability through compliance with CSA Z2010-10. We hope that our efforts to use this standard in conjunction with 40th Anniversary JUNO Awards events will shape the path of sustainability in the Canadian music and events industry," said Melanie Berry, President & CEO of CARAS/The JUNO Awards.

"Many Canadian recording artists have championed and embraced environmental sustainability as part of their core values for many years, so it is most fitting that the 2011 JUNO Awards serve as the primary event to incorporate the *CSA Requirements and guidance for organizers of sustainable event* standard," says Bonnie Rose, President, CSA Standards. "By integrating the standard in this nationally recognized program, The Canadian Academy of Recording Arts and Sciences is setting a positive example for other organizations to follow in demonstrating their commitment to a sustainable event that is ethical, accountable and transparent."

The sustainability strategy undertaken for the 2011 JUNO Awards and 40th Anniversary events involve engaging and encouraging all JUNO partners to minimize and manage waste, decrease the consumption of water and energy, reduce the carbon footprint, and purchase environmentally and socially responsible goods and services. Venues, accommodations, production companies, caterers, printers, and transport providers are all on board and playing a key part in facilitating the achievement of sustainability objectives.

Several ongoing key partnerships also greatly support the JUNO Awards' sustainability strategy and the pursuit of compliance with CSA Z2010-10. For the fourth year in a row, CARAS and the JUNO Awards are partnered with **Bullfrog Power**, to provide the CARAS office and all 2011 JUNO Awards events with clean, renewable electricity.

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2011 marks the second year of partnership with **Carbonzero**, a Canadian organization providing carbon offset credits to offset emissions resulting from flights, production crew travel and ground transportation incurred by CARAS. It is also the second consecutive year that CARAS is partnering with **Me to We Style** that produces all JUNO-branded apparel with the use of organic cotton and viscose from bamboo.

As the first users of CSA Z2010-10, CARAS and the JUNO Awards are playing a unique role in the ongoing development of the new guidelines and requirements. Following this year's events, feedback will be provided to the CSA Standards Technical Committee responsible for the standard. The goal of this process is to promote the widespread use and uptake of the CSA Z2010-10 standard in the Canadian market and to help ensure that it is as user-friendly as possible.

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.

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

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

Web Links for Sustainability Partners:

Strategin Solutions: www.strateginsolutions.com

Bullfrog Power: www.bullfrogpower.com

Carbonzero: www.carbonzero.ca

Me To We Style: www.metowestyle.com

CSA Standards: www.csa.ca

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