



CTV Announces Iconic Canadian Musicians to Present on THE 2011 JUNO AWARDS Broadcast, March 27

- Bryan Adams, Buffy Sainte-Marie, Daniel Lanois, Robbie Robertson, members of Rush and more set to appear –
– Special two-and-a-half hour anniversary broadcast airs March 27 at 8 p.m. –
-

Toronto, ON (March 10, 2011) – CTV and The Canadian Academy of Recording Arts and Sciences (CARAS) announced today the first group of presenters set to make an appearance on its broadcast of **THE 2011 JUNO AWARDS**. Appearing on the special two-and-a-half-hour 10th anniversary broadcast and helping to celebrate the 40th Anniversary of the JUNO Awards are iconic Canadian musicians Bryan Adams, Buffy Sainte-Marie, Daniel Lanois, Robbie Robertson, and Rush's Alex Lifeson and Geddy Lee. They will be joined by Lady Antebellum's Charles Kelley, deadmau5, the Honourable James Moore, K'Naan, Shad, Tokyo Police Club and the hosts of CTV's first JUNO broadcast in 2002, Barenaked Ladies. More exciting performer and presenter announcements are still to be announced. **THE 2011 JUNO AWARDS**, hosted by Drake, airs from Toronto's Air Canada Centre **Sunday, March 27 at 8 p.m. (9 p.m. AT)** on CTV across Canada.

****Media Note**** - Download photos for THE 2011 JUNO AWARDS at www.ctvmedia.ca/ctv and www.junoawards.ca

Among those presenting at THE 2011 JUNO AWARDS:

- Pop rockers, [Barenaked Ladies](#)
- Musician, photographer and social activist, [Bryan Adams](#)
- Aboriginal singer-songwriter, [Buffy Sainte-Marie](#)
- Musician (Black Dub), songwriter and producer, [Daniel Lanois](#)
- Music phenomenon and electronic artist, [deadmau5](#)
- Minister of Canadian Heritage and Official Languages, The Honourable [James Moore](#)

- Global phenomenon, [K'Naan](#)
- Charles Kelley, from the multiple Grammy® Award-winning country trio, [Lady Antebellum](#)
- Recording artist and founding member of The Band, [Robbie Robertson](#)
- Rock legends and members of [Rush](#), Alex Lifeson and Geddy Lee
- Hip hop artist, [Shad](#)
- Indie rock band, [Tokyo Police Club](#)

As previously announced, the Canadian artists set to perform throughout the star-studded broadcast on CTV include: Arcade Fire, Broken Social Scene, Chromeo, Down With Webster, Hedley, Johnny Reid and Sarah McLachlan. Additional presenter and performer announcements will be released in the coming weeks.

Before the hardware is handed out, CTV properties showcase the arrival of Canada's musical royalty on what promises to be the most star-studded red carpet yet. Also celebrating its 10th anniversary broadcast, CTV's red carpet production **ETALK AT THE JUNOS** has evolved into Canada's biggest and most anticipated red carpet event. Hosted by ETALK anchors Ben Mulroney and Tanya Kim, with ETALK reporter Lainey Lui and MTV NEWS Host Aliya-Jasmine Sovani, the red carpet arrivals show airs this year on CTV, E!, CP24 and CTV.ca (visit unos.ctv.ca to confirm local broadcast times). Additionally, MuchMusic host Lauren Toyota, along with co-hosts Damian Abraham, Phoebe Dykstra and Tyrone Edwards, check-in live on **MUCH ON THE CARPET**, airing at 7 p.m. ET on Much.

Tickets for **THE 2011 JUNO AWARDS** broadcast are still available and can be purchased through Ticketmaster www.ticketmaster.ca or by phone at 1.855.985.5000.

This year marks the tenth year in a row that **THE JUNO AWARDS** airs 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), Vancouver (2009) and back to St. John's (2010).

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, Molson Canadian 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.

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

– CTV –

For more information on **THE 2011 JUNO AWARDS** broadcast, contact:

Alison Salinas

416.384.2865

alison.salinas@ctv.ca

Amy Doary

416.384.2593

amy.doary@ctv.ca

For more information on CARAS and the 2011 JUNO Awards, contact:

Adrienne Kakoullis

416.628.5610

akakoullis@hccink.com

Anne Vranic

416.628.5606

avranic@hccink.com

www.holmescreativecommunications.com