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HOT ON FIRE!
ARCADE FIRE NABS FOUR JUNO AWARD WINS
-Neil Young honoured with Allan Waters Humanitarian Award-
-Bryan Adams welcomes Shania Twain to Canadian Music Hall of Fame-

Toronto, ON (March 27, 2011) – A royal procession of Canadian music stars took to the stage for Canada's biggest night in music, THE 2011 JUNO AWARDS. CTV's special two-and-a-half hour anniversary broadcast of the Awards blew the roof off the Air Canada Centre with power-packed performances, tributes to 40 years of the JUNO Awards, and eight winning categories announced.

THE 2011 JUNO AWARDS is now available on demand at junos.CTV.ca. Encore broadcasts are also airing tonight at 12:05 a.m. ET on CTV, Monday, March 28 at 2:30 p.m. ET and 5:30 p.m. ET on MuchMusic and Saturday, April 9 at 8 p.m. ET on /A\.

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

Hip hop rockers **Down With Webster** kicked off the show in spectacular style with a performance of not one, but three of their hit songs accompanied by a massive instrumental entourage of horns and drums on stage. The arena hit fever pitch when Host **Drake** stepped onto the stage for the first time and thrilled fans with a surprise performance with pianist/electronic artist **Chilly Gonzales**.

The first JUNO Award of the night went to **Arcade Fire**, the indie rock sensations who are taking the world by storm, who won for *Group of the Year* and later accepted *Album of the Year* (sponsored by Canadian Recording Industry Association) and *Songwriter of the Year* (sponsored by SIRIUS Satellite Radio), adding to their win last night at the JUNO Gala Dinner & Awards for *Alternative Album of the Year* (sponsored by Long & McQuade). So it was no surprise when the entire stadium jumped off their seats when Arcade Fire returned to the stage to perform "Rococo."

The bill continued with electrifying performances from **Broken Social Scene**, **Chromeo** and **Tokyo Police Club**. **Hedley** gave an absolutely "Perfect" performance, while **Johnny Reid** (JUNO Award winner for Country Album of the Year sponsored by Country Style) swept the audience off their feet. **Sarah McLachlan** delighted fans with an unusual departure from her angelic ballads and took to the stage to perform a spectacular and upbeat "Loving You Is Easy."

Bringing down the house was a 40th Anniversary Tribute to the JUNO Awards arranged by Musical Director **Jim Cuddy** featuring himself, **City and Colour**, **Derek Miller**, **Greg Keelor**, **Justin Rutledge**, **Kevin Hearn**, **Sarah Harmer**, **Sarah Slean**, **Serena Ryder** and **The Sadies**. The 10-minute all-star tribute not only paid homage to four of Canada's most respected artists from the past 40 years, Gordon Lightfoot, Joni Mitchell, Neil Young and The Band, but was also a "Love Letter to Toronto," this year's host city where each of the artists first made their mark.

One of the longest standing ovations of the night went to **Shania Twain**. From one Canadian icon to another, **Bryan Adams** presented the multi-platinum superstar with the 2011 Canadian Music Hall of Fame. After a long hiatus from the spotlight, Twain was welcomed home and on to the stage by a roaring arena filled with her legion of fans.

Another stirring moment and ovation came when legendary rocker and *LE NOISE* producer **Daniel Lanois** (2011 Jack Richardson Producer of the Year, sponsored by Slight Music) presented collaborator and rock icon **Neil Young** with the *Allan Waters Humanitarian Award*. Young was honoured for his outstanding contributions to fundraising and social awareness events for causes at home and globally including Farm Aid, one of the most successful and longest running music charity events in history.

Neil Young was later surprised during the show by his “Prairie Town” partner **Randy Bachman**, who presented him with the JUNO Award for *Artist of the Year*. Having won last night for *Adult Alternative Album of the Year* (sponsored by Galaxie, Your Musical Universe), this brought Young’s 2011 JUNO Award count to three.

Global pop phenom **Justin Bieber** was a double JUNO Award winner for *JUNO Fan Choice Award* (Presented by Live Nation) and *Pop Album of the Year*. Although Bieber was unable to attend and accept his Awards, it didn’t stop the hundreds of screaming fans from cheering on their favourite pop idol.

Meaghan Smith won for *New Artist of the Year* (sponsored by FACTOR and Radio Starmaker Fund) and *Single of the Year* went to **K’NAAN**’s international smash anthem, “Wavin’ Flag.” His runaway hit found worldwide success as Coca Cola’s official song for the 2010 FIFA World Cup as well as the Canadian charity song recorded by **Young Artists For Haiti**.

For a complete list of 2011 JUNO Award winners (40 categories) including biographies and images, go to www.junoawards.ca.

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.

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 or 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. More information about CTV may be found on the network’s website at www.ctv.ca.

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

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