



caras

The Canadian Academy  
of Recording Arts  
and Sciences

L'Académie canadienne  
des arts et des sciences  
de l'enregistrement

FOR IMMEDIATE RELEASE

**CARAS EXPANDS CANADA'S MUSIC AWARDS  
TO INCLUDE A NEW CATEGORY:  
METAL/HARD MUSIC ALBUM OF THE YEAR**

***Submissions for 2012 JUNO Awards open SATURDAY, OCTOBER 1, 2011***

**Toronto, ON** (September 28, 2011) – Mark your calendars! The Canadian Academy of Recording Arts and Sciences (CARAS) announced today that submissions for the **2012 JUNO Awards** open on **October 1, 2011**. A new category will be added to the Awards roster in 2012: ***Metal/Hard Music Album of the Year***, making a total of 41 categories up for grabs. The 41<sup>st</sup> annual JUNO Awards will be held in Ottawa, ON, **March 26 – April 1, 2012**.

This new category is an award to honour artistic achievement, technical proficiency and overall excellence in the Canadian recording industry, without regard to album sales or chart position. Eligible albums include metal, metalcore, hardcore, heavy rock, thrash metal, death metal and their respective sub-genres including (but not limited to) nu-metal, power metal, grindcore, extreme metal, industrial metal, viking metal, folk metal, doom metal, gothic metal, speed metal, and sludge metal.

**Important Dates to Remember:**

- Submissions for the 2012 JUNO Awards open **October 1, 2011**. Apply online at <http://junosubmissions.ca>
- Early-Bird deadline (to receive discounted submission rates) is **October 21, 2011** before **5:00 pm (EST)**
- Final submission deadline for all categories except International Album of the Year and Album of the Year (sponsored by Canadian Recording Industry Association) is **November 10, 2011** before **5:00 pm (EST)**
- Final submission deadline for International Album of the Year and Album of the Year (sponsored by Canadian Recording Industry Association) is **January 10, 2012** before **5:00 pm (EST)**

**Eligibility:**

Eligibility for the 2012 JUNO Awards applies to works released during the period between September 1, 2010 to November 10, 2011. 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:**

Only current CARAS members as of **December 1, 2011** 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, 2012** will receive voting ballots. Members registered after this date will not be eligible to vote for the 2012 JUNO Awards.

For the third consecutive year, the JUNO Awards will use YANGAROO to streamline the submissions process to make it easier for Canadian artists to submit their works for consideration in advance of the 2012 JUNO Awards.

YANGAROO's patented Digital Media Distribution System (DMDS), enables candidates 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.

CARAS has, again, secured the services of PricewaterhouseCoopers LLP as the official ballot accountants for the 2012 JUNO Awards.

.../MORE

2.

Sponsors of the 2012 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, National Capital Commission (NCC), Province of Ontario, and the City of Ottawa.

**Web Links:**

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

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

**-30-**

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

Adrienne Kakoullis  
Holmes Creative Communications  
(416) 628-5610  
[akakoullis@hccink.com](mailto:akakoullis@hccink.com)