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NCC REKINDLES RELATIONSHIP WITH THE JUNO AWARDS

*Canada Day in the Capital Region to become official showcase of
the best in the country's new talent.*

Canada's Capital Region – The National Capital Commission (NCC) and the Canadian Academy of Recording Arts and Sciences (CARAS) today announced that, beginning in 2008, JUNO Award nominees in the categories of New Artist of the Year and New Group of the Year will be invited to take the Parliament Hill stage at Canada's largest birthday party on July 1.

While over the years Canada Day stages including Parliament Hill have been graced by dozens of JUNO Award winners and nominees, CARAS and the NCC made the relationship official today. Each year, following the JUNO Awards nominee announcement, New Artist of the Year nominees and New Group of the Year nominees will be approached to perform as part of the Canada Day celebrations organized by NCC.

"There is no better way to showcase Canada's finest talent than having them perform for the thousands of Canadians from across the country who gather in the Capital region on Canada Day," said Guy Laflamme, Vice President of National Programming, Marketing and Communications of the NCC.

"This annual opportunity with the National Capital Commission is in keeping with CARAS' mandate of promoting Canadian talent year-round. This is a great and exciting opportunity for Canadian artists and Canadian music fans," said Melanie Berry, CARAS President.

This July 1st, Canadians will enjoy a special preview of the collaboration as, Tomi Swick, 2007 JUNO Award winner for New Artist of the Year, will take the stage as part of the noon and evening shows on Parliament Hill. Other 2007 JUNO Award nominees performing as part of the celebrations this year include Eva Avila and Gregory Charles.

This initiative is not the first time the Capital region has benefited from a partnership between the NCC and CARAS. In 2003, Ottawa was the host city for the JUNO Awards.

For more information on Canada Day celebrations in Canada's Capital Region, members of the public may contact the NCC at **1 800-465-1867** or **613 239-5000**; visit the website at **www.canadaday.gc.ca**; or drop by the Capital Infocentre at 90 Wellington Street, in Ottawa.

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ABOUT THE NCC

The NCC is a Crown corporation whose mandate is to create pride and unity by making the Capital a meeting place for all Canadians, by using the Capital to communicate Canada. The NCC takes great

pride in developing and planning a Capital for future generations and in organizing and delivering large scale events in the Capital Region such as Winterlude, the celebrations for Canada Day and the 150th anniversary of the choice of the Capital.

ABOUT CARAS

The Canadian Academy of Recording Arts and Sciences/L'academie 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 television vehicles such as the JUNO Awards. For more information on the JUNO Awards, visit www.junoawards.ca. For information on the Canadian Academy of Recording Arts and Sciences visit www.carasonline.ca.

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