



FOR IMMEDIATE RELEASE

**BRYAN ADAMS
TO RECEIVE THE ALLAN WATERS HUMANITARIAN AWARD**

Toronto, ON (January 13, 2010) – The Canadian Academy of Recording Arts and Sciences (CARAS) and CTV are pleased to announce that **Bryan Adams** is the recipient of the 2010 Allan Waters Humanitarian Award. The Award, named after CHUM Ltd. founder Allan Waters is made possible by funding from the CTVglobemedia-CHUM benefits package and recognizes an outstanding Canadian artist whose humanitarian contributions have positively enhanced the social fabric of Canada.

The Allan Waters Humanitarian Award will be presented to Mr. Adams during THE JUNO AWARDS broadcast on Sunday, April 18, 2010 on CTV.

Since the early days of his music career, Adams has been at the forefront of fundraising and social awareness events from Amnesty International "A Conspiracy of Hope" and Rock for Amnesty Tours, Live Aid, Live 8 and One Night Live. In 1985 Adams co-wrote and took part in the recording of "Tears Are Not Enough," Canada's song to help raise funds for famine relief in Ethiopia.

Over the years he has been a part of the annual Prince's Trust Rock Gala, the "Reach Out to Asia" campaign to help the underprivileged, and in 2006 he became the first westerner to perform in Karachi, Pakistan, after 9/11 with funds raised going towards victims of the 2005 Pakistan earthquake. He has successfully campaigned for the Southern Ocean Whale Sanctuary with Greenpeace as well as animal rights through PETA.

His photography has raised money to benefit cancer research and in 2006, he established The Bryan Adams Foundation, to further advance the education and learning opportunities for children and young people worldwide.

"Without any fanfare Bryan's Foundation has quietly worked to enrich the lives of children and young people here at home and in the far flung corners of the globe," explains Melanie Berry, President & CEO of CARAS. "It is an honour and a privilege to recognize his history of philanthropic work with the Allan Waters Humanitarian Award."

"I'm accepting this award", noted Adams, "in the hope that it will inspire and encourage others to contribute and/or also give back."

Bryan Adams is one of the most recognized rock music artists in the world. He is a Canadian Music Hall of Fame inductee, has been awarded the Order of Canada and the Order of British Columbia in addition to numerous music industry awards. He is currently touring with his acoustic guitar on the Bare Bones Tour, and has the feature song "You've Been A Friend To Me" in the film *Old Dogs*.

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CARAS gratefully acknowledges CTV for its outstanding support of Canadian talent and for its support of this award.

For more information about the Allan Waters Humanitarian Award, or to download photos of Bryan Adams, go to www.junoawards.ca.

JUNO Week takes place April 12-18, 2010, in St. John's, Newfoundland and Labrador, culminating in the live broadcast of THE 2010 JUNO AWARDS, Sunday, April 18 on CTV.

Sponsors of the 2010 JUNO Awards include FACTOR, Canada's Private Radio Broadcasters and the Government of Canada through the Department of Canadian Heritage's "Canada Music Fund," with commitments from The Atlantic Canada Opportunities Agency (ACOA), the Province of Newfoundland and Labrador, the City of St. John's and Radio Starmaker Fund.

Sponsors of THE 2010 JUNO AWARDS broadcast on CTV include Chevrolet, Garnier, Pepsi and Rogers.

Web Links:

Official JUNO Awards website: www.junoawards.ca

CTV's JUNO Awards website: www.junos.ctv.ca

St. John's Host Committee: www.ruckusontheedge.com

CARAS website: www.carasonline.ca

CTV Website: www.ctv.ca

The Bryan Adams Foundation: www.bryanadamsfoundation.com

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