



FOR IMMEDIATE RELEASE

THE COUNTDOWN BEGINS!

*Preparations for 2007 Juno Weekend well underway
as major events and venues announced*

September 20, 2006, SASKATOON: The Prairie winter storms have yet to start, but springtime in Saskatoon will never be sweeter come next March/April, as **The 2007 JUNO Awards**, Canada's Music Awards, take over the heart of the nation in what's sure to be the biggest Saskatchewan celebration in years!

"We're off and running with an exciting line-up of events and a diverse range of excellent venues," said Melanie Berry, President of the Canadian Academy of Recording Arts and Sciences (CARAS). "The enormous outpouring of Saskatoon community spirit and support has set the stage for an amazing weekend of Canada's best music."

Just over six months away, preparations for the show are rapidly taking shape. Melanie Berry announced today some of the impressive activities highlighting Juno Weekend, March 30 – April 1, 2007, all topped off by CTV's nationwide broadcast on the Sunday night.

In April, The 2006 JUNO Awards on CTV attracted an average audience of 1.7 million viewers (2+), eclipsing *The 48th Grammy Awards* broadcast in Canada by 26 per cent and making it the most-watched music awards program of the year. Broadcast in High Definition and 5.1 Surround Sound from the Halifax Metro Centre, The 2006 JUNO Awards peaked with 2.1 million viewers and attracted almost 30 per cent more viewers than the previous year, making it the second-most watched *JUNO Awards* telecast since Canada's Music Awards were broadcast from St. John's, NL in 2002.

The 2007 JUNO Awards will air on CTV April 1, 2007 from the Credit Union Centre in Saskatoon. Tickets go on sale February 10, 2007.

2007 Juno Weekend Highlights:

Juno Awards Welcome Reception

It all starts here Friday, March 30 at an opening night reception where the Canadian music industry comes together! The kick-off takes place at the **Western Development Museum**.

Juno Cup Celebrity Hockey Game

Returning for a fourth year, the Juno Cup pits Canadian musicians against former NHL Greats in a friendly fight to the finish! Always a fan favourite, the Juno Cup faces off Friday, March 30 at the **Art Hauser Arena in Prince Albert, Saskatchewan**. Not just fun to watch, it also supports a good cause. Tickets are on sale February 24 and this year's proceeds will go to MusiCan.

JunoFest

Live music takes over a dozen clubs in downtown Saskatoon. It's a two day music festival featuring performers from many local and national Canadian acts, as well as a number of JUNO nominees. JunoFest is an amazing opportunity to experience a wide range of incredible Canadian music. JunoFest takes place on Friday and Saturday, March 30 and 31, 2007.

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Juno Fan Fare

Each year, JUNO Award nominees come out to meet the fans at Juno Fan Fare. The free event features exclusive artist interviews, contest giveaways and special autograph sessions with some of Canada's greatest musicians. Juno Fan Fare takes place at **Prairieland Park** on Saturday, March 31, 2007.

JUNO Gala Dinner & Awards

A private, ticketed event, this dazzling evening of celebration, dinner and awards will take place at the **Teacher's Credit Union Place** on Saturday, March 31, 2007. Approximately 30 winners receive JUNO Awards in various categories.

Songwriters' Circle

Songwriters' Circle is an opportunity to get up close and personal at an afternoon concert with some of Canada's finest songwriters who share their stories and songs that made them famous. It takes place Sunday, April 1, 2007 at the **Sid Buckwold Theatre**, TCU Place, 35 - 22nd Street. Tickets go on sale March 3, 2007.

VENUE RUNDOWN AT A GLANCE

Friday, March 30

- **Juno Awards Welcome Reception** – Western Development Museum
2610 Lorne Avenue
- **Juno Cup** – Art Hauser Arena
690 - 32nd St. East, Prince Albert, SK
- **JunoFest** – Venues to be determined

Saturday, March 31

- **Juno Fan Fare** – Prairieland Park
503 Ruth Street West
- **JUNO Gala Dinner & Awards** – Teacher's Credit Union Place
35 - 22nd Street East
- **JunoFest** – Venues to be determined

Sunday, April 1

- **Songwriters' Circle**- Sid Buckwold Theatre, TCU Place
35 - 22nd Street East
- **2007 JUNO Awards Broadcast** - Credit Union Centre
3515 Thatcher Avenue

EARLY BIRD TICKET PACKAGES

Fans will have a chance to secure their spot at Juno Weekend events with the Early Bird Ticket Package. 500 Early Bird Ticket Packages will be made available to the public in advance of The 2007 JUNO Awards telecast on-sale date. The packages include a ticket to the Songwriters' Circle, a wristband for JunoFest and a ticket to attend The 2007 JUNO Awards at the Credit Union Centre. Tickets will go on sale for the Early Bird Ticket Packages on February 3, 2007.

Upcoming announcements and ticket information:

February 3	Early Bird Ticket Packages on-sale
February 7	Nominee Press Conference (Toronto)
February 10	JUNO Awards Show tickets on sale
February 24	Juno Cup tickets on sale
March 3	Songwriters' Circle and JunoFest tickets on sale

Sponsors of the 36th Annual JUNO Awards include FACTOR, the Government of Canada and the Department of Canadian Heritage's "Canada Music Fund", the Government of Saskatchewan, the City of Saskatoon, and SaskTel.

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 36th annual JUNO Awards, visit the Canadian Academy of Recording Arts and Sciences' (CARAS) website at www.junoawards.ca

About CTV:

CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information, and entertainment programming. It has the number-one national newscast, CTV National News With Lloyd Robertson, and is the number-one choice for prime-time viewing. CTV owns 21 conventional television stations across Canada and has interests in 17 specialty channels, including the number-one Canadian specialty channel, TSN. CTV is owned by Bell Globemedia, Canada's premier multi-media company. More information about CTV may be found on the company Web site at www.ctv.ca

Web Links:

JUNO Awards: www.junoawards.ca

CTV: www.ctv.ca

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