



**FOR IMMEDIATE RELEASE**

**ROSS REYNOLDS,  
FORMER UNIVERSAL MUSIC CANADA PRESIDENT/CHAIRMAN  
HONOURED WITH 2010 WALT GREALIS SPECIAL ACHIEVEMENT AWARD**

*Founding Director of CARAS to receive the prestigious award at  
the 39<sup>th</sup> Annual JUNO Awards in St. John's, NL*

**Toronto, ON** (January 13, 2010) - The Canadian Academy of Recording Arts and Sciences (CARAS) is very pleased to be honouring one of its own today as it announces **Ross Reynolds** as the 2010 Walt Grealis Special Achievement Award recipient. For more than four decades, Reynolds has been a major player in the music industry, notably as a founding board member of CARAS and long-time Universal Music Canada President and Chairman.

"On behalf of the CARAS board, we are so proud to see our friend and colleague honoured in this capacity and recognized for his tremendous contributions to the Canadian music industry," said Melanie Berry, President of CARAS. "Not only has he been instrumental in helping to steer CARAS to where it is today, Ross Reynolds has wholeheartedly dedicated his career toward fostering Canadian talent on a variety of levels."

"Receiving this award is the result of me having the extraordinary good fortune of timing and being supported by wonderful people, particularly my wife, Jane," said Ross Reynolds. "Nevertheless I'm thrilled to be honoured. It's an exciting ride."

Reynolds is a respected music industry veteran who once held the position of President at GRT Records for 10 years (from the label's inception in 1969), where he signed such Canadian artists as Dan Hill, Dr. Music, Ian Thomas, Lighthouse and Moe Koffman. His resume also includes five years as Executive VP in Canada for WEA (now Warner Music Canada).

He is perhaps best known for his long and outstanding tenure as President then Chairman of Universal Music Canada (formerly MCA) for nearly two decades from 1983 to 2001, during which he oversaw the development of a Canadian roster that included soon-to-be global stars such as The Tragically Hip. Under his leadership, Universal Music Canada experienced exponential growth to achieve a market share of approximately one-third. Today it is still considered one of Canada's most influential music companies. In 2001, Reynolds moved to the position of Chairman Emeritus where he was responsible for administering Universal's multi-million dollar commitment to the support of Canadian culture, which came as a result of the Universal/Polygram merger.

Reynolds' involvement with CARAS dates back to 1975, initially as one of the organization's founding directors. Years later in 2001, he was elected by his peers to the full-time position of Chairman, and immediately made an impact by expanding the focus of the JUNO Awards and setting out to create a brand that Canadians from coast to coast could be proud of. He was instrumental in taking Canada's Music Awards show "on the road" for the first time to St. John's, NL, in addition to growing the singular celebration into a full weekend of events that showcases the successes of Canadian music. In 2006, Stephen Stohn succeeded Reynolds as Chairman of CARAS.

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His experience and expertise in the music industry has him currently acting as an advisory board member for the Canadian Songwriters Hall of Fame; MusiCounts, Canada's music education charity associated with CARAS; in addition to serving on the board of St. Lazarus Hospice. Reynolds is also a past Chairman of the Canadian Recording Industry Association (CRIA) and has served on the boards of the Starlight Children's Foundation, Massey Hall and Roy Thomson Hall, The Audio Visual Preservation Trust Fund, and Canada's Walk of Fame.

**For more information about the Walt Grealis Special Achievement Award, or to download photos of Ross Reynolds, go to [www.junoawards.ca](http://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 on 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](http://www.junoawards.ca)

CTV's JUNO Awards website: [www.junos.ctv.ca](http://www.junos.ctv.ca)

St. John's Host Committee: [www.ruckusontheedge.com](http://www.ruckusontheedge.com)

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

CTV Website: [www.ctv.ca](http://www.ctv.ca)

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