



Tourism
CALGARY



NEWS RELEASE

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For immediate release

Calgary's Juno Awards Shows Strong Economic Impact

CALGARY – The economic impact study for the 2008 Juno Awards, which was hosted in Calgary from April 3-6, 2008, is now available and underlines the city's overall success as host for Canada's top music awards celebration.

The Juno Awards had a significant economic impact on Calgary's metropolitan area and the rest of Alberta, generating significant increase in the local and provincial GDP, increased employment and increased tax revenues for all three levels of government. Highlights from the study, which was conducted by Leger Marketing, include:

- Total economic impact of \$11.3 million benefiting Calgary and Alberta (Calgary: \$7.9 million; rest of Alberta: \$3.4 million);
- An estimated \$5 million in direct expenditures by out-of-town visitors and the Juno Award organizers, the Canadian Academy of Recording Arts & Sciences (CARAS);
- \$5.3 million impact on Alberta's GDP (Calgary: \$3.5 million; the rest of Alberta: \$1.8 million);
- Strong impact on employment, estimated at \$3.1 million and 82 full-time job equivalents (FTEs) (Calgary: \$2.4 million and 68 FTEs; rest of Alberta: \$0.7 million and 14 FTEs);
- \$1.7 million in tax revenue (municipal: \$275,333; provincial: \$490,772; federal \$982, 535)

"We know that Calgary did a great job hosting the 2008 Juno Awards based on the glowing reviews we heard from citizens, tourists, visiting musicians, the CARAS organization, our government partners, corporate sponsors and the local and national media," said Terry Rock (President & CEO, Calgary Arts Development) and Marco De Iaco (Vice-President, Sport, Culture & Major Events, Tourism Calgary), co-chairs of the Calgary Host Committee. "But this study also shows the value of events like the Juno Awards in generating economic spin-offs and new opportunities for local artists and the tourism industry."

"The positive impressions from today's economic impact study is truly the result of our great partnership with the Alberta and Calgary governments alongside the Calgary Host Committee," said Melanie Berry, President of CARAS. "We're so pleased that the JUNO Awards has not only impacted Calgary's local music industry, but valuably contributed to its businesses and communities; a common trend that continues to grow with each city we visit across Canada."

Full details on the study are available at www.calgaryartsdevelopment.com

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ABOUT CALGARY ARTS DEVELOPMENT

Calgary Arts Development plays a leadership role in realizing the potential of arts and culture in Calgary. As the city's designated arts development authority, we are a central hub that learns about, promotes, connects, advocates for, and leads strategic initiatives in the arts to animate Calgary as a vibrant cultural centre. Calgary Arts Development allocates municipal funding for the arts provided by the City of Calgary through granting programs that support operations and innovation for 121 arts organizations and dozens of individual artists in Calgary. For more information on our programs and initiatives, visit www.calgaryartsdevelopment.com

ABOUT TOURISM CALGARY

Tourism Calgary proactively bids for and attracts international sport and cultural events that offer significant branding and promotional opportunities, community legacies and benefits to the tourism industry; further promoting and positioning Calgary as a premiere host of major events in Canada.

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 vehicles such as The JUNO Awards. For more information on the 38th Annual JUNO Awards, visit the Canadian Academy of Recording Arts and Sciences' (CARAS) website at www.junoawards.ca.