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**MUSICAL PRODIGY NIKKI YANOFSKY  
NAMED MUSICCOUNTS' FIRST-EVER YOUTH AMBASSADOR**

***Canada's Walk of Fame Inaugural Allan Slaight Award Winner  
Donates \$10,000 Prize to MusiCounts***

**Toronto, ON** (October 18, 2010) – MusiCounts, Canada's music education charity associated with The Canadian Academy of Recording Arts and Sciences (CARAS), announced with great pleasure today that singing sensation Nikki Yanofsky has been named the organization's first-ever MusiCounts Youth Ambassador.

In a statement, Nikki Yanofsky said:

"Music is an inseparable part of me and the very essence of my being. The exposure I've had to all the great artists and genres of music has had a truly formative effect on who I am and what music means to me. I have been fortunate enough to live in a world where my passion for music has been unwavering and has enabled me to give back what I 'feel.' Because of this, it's really an honour for me to be involved with MusiCounts' as their official Youth Ambassador. This organization is making a real difference in the artistic development of thousands of school kids. Everyone should be granted the luxury and option of a musical education. I support and applaud MusiCounts for their tireless efforts."

Over the weekend during Canada's Walk of Fame Gala held in Toronto, ON, the songstress took to the stage to accept the inaugural Allan Slaight Award given to a young Canadian who is making a positive impact in the fields of music, film, literature, visual or performing arts, sports, innovation or philanthropy. Nikki accepted the Award and generously donated her \$10,000 prize to MusiCounts.

This isn't the first time the Montréal native and two-time JUNO Award nominee has lent her support to music education. She took part in a MusiCounts presentation this past January, helping Centennial Regional High School in Montréal, QC, celebrate a Band Aid Grant that provided the school with new instruments. Nikki spoke about the importance of music education and fielded questions from students after her inspiring performance.

"It is an honour and a privilege to have Nikki represent MusiCounts in her capacity as our Youth Ambassador. She has made an indelible mark as an artist around the world and to have Nikki speaking to her fans on our behalf is outstanding," said Steve Cranwell, Executive Director of MusiCounts. "Her donation to the charity speaks volumes about her unwavering commitment to music education in Canada. Thank you on behalf of MusiCounts!"

**About Nikki Yanofsky**

Nikki Yanofsky has used her budding fame to help the underprivileged – becoming an ambassador for the *Montreal Children's Hospital*, *The Children's Wish Foundation* and now *MusiCounts*. Nikki has also recently joined her fellow Canadian artists in recording K'Naan's "Wavin' Flag" for *Young Artists for Haiti*. The local, national and international charity events that Nikki has been involved with to date have raised well over \$10 million. For complete bio, go to [www.nikkiyanofsky.com](http://www.nikkiyanofsky.com).

**About MusiCounts**

MusiCounts, Canada's music education charity associated with The Canadian Academy of Recording Arts and Sciences (CARAS), is helping to keep music alive in schools across Canada. MusiCounts' mission is to ensure that children in Canada have access to a comprehensive music program through their school. MusiCounts includes Band Aid musical instrument grants, the MusiCounts Teacher of the Year Award, Scholarships and other music education initiatives. MusiCounts is supported by various initiatives such as the JUNO Award nominee compilation CD; annual contributions by CTVglobemedia; EMI Music Canada Inc.; Sony Music Entertainment Canada Inc.; Universal Music Canada and Warner Music Canada Ltd.; as well as Songwriters' Circle presented by CMPA and SOCAN; Juno Cup presented by The Keg Steakhouse and Bar; and individual and corporate contributions, including Astral Media, Baldwin Pianos, Bob FM, Corus Entertainment, The RBC Foundation, Rogers Broadcasting Ltd., The Shore 104 FM, and SIRIUS Canada Inc. Since the Program's establishment in 1997, more than \$4 million has been donated impacting 238 post secondary music program graduates and over 325,000 individual students, their schools and communities, from coast to coast. MusiCounts has also honoured six extraordinary music teachers through the MusiCounts Teacher of the Year Award. For more information, please visit: [www.musiccounts.ca](http://www.musiccounts.ca).

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