



FOR IMMEDIATE RELEASE

***THE JUNO AWARDS TEAM UP WITH EXCLAIM! AND NXNE
FOR COLLABORATIVE CONCERT SERIES IN TORONTO***

FEBRUARY 4 & MARCH 3 @ THE HORSESHOE TAVERN

***First show features The Elwins, The Sadies & Hip-Hop Karaoke
PLUS members of Broken Social Scene, Fucked Up,
Ohbijou, Sloan, Tokyo Police Club and many more!***

Toronto, ON (January 24, 2012) – The JUNO Concert Series returns for two nights of collaborative Canadian magic at the Horseshoe Tavern in Toronto. On February 4, The Canadian Academy of Recording Arts and Sciences (CARAS) and Exclaim! Media bring together a must-see lineup of up-and-coming and established artists performing Canadian songs across the pop, punk and hip-hop spectrum. This will be followed by a second concert at the Horseshoe Tavern on March 3, produced by North by Northeast (NXNE). Both events are presented by the Ontario Media Development Corporation (OMDC).

These upcoming instalments of the JUNO Concert Series follow last year's hugely successful *JUNO Decades* shows, which featured Canadian music from the 1970s to the 2000s in celebration of the 40th Anniversary of the JUNO Awards. This year's JUNO Concert Series will provide a big, noisy lead-up to JUNO Week, starting March 26 in Ottawa and culminating with The 2012 JUNO Awards live Broadcast on CTV, airing the evening of April 1.

The February 4 concert will mark the beginning of a year-long celebration of the 20th anniversary of Exclaim! The first issue of Exclaim! hit the streets in 1992, and ever since Exclaim! has been on the lookout for the next generation of great artists, whether through the magazine, concert tours or online at exclaim.ca. Exclaim! invites music fans to mark their 20th birthday at the JUNO Concert Series.

The February 4 event will highlight three different genres with three unique sets

POP/ROCK featuring The Elwins with members of:

Broken Social Scene
Ohbijou
Rural Alberta Advantage
Sloan
Tokyo Police Club
AND MORE!

PUNK featuring The Sadies with members of:

Burning Love
Career Suicide
The Curse
Fucked Up
PLUS: slides from Don Pyle's photo memoir *Trouble in the Camera Club*

HIP-HOP KARAOKE

Featuring Numeric, Dalia and More or Les
With guests Michee Mee, Choclair and D-Sisive and MANY MORE!

PLUS – SAVE THE DATE! The second concert on **March 3** will be produced by North by Northeast, and will feature performances by The Arkells, The Beauties, The Order of Good Cheer AND MANY MORE TO BE ANNOUNCED!

Tickets for the JUNO Concert Series are priced at \$20, and are now on sale for both shows. They can be purchased in advance at ticketmaster.ca or by phoning (416) 870-8000. They can also be acquired in person at The Horseshoe Tavern (370 Queen St. W), Soundscapes (572 College St. W) and Rotate This (801 Queen St. W), or online at maplemusic.com. Proceeds will go to MusiCounts, Canada's music education charity associated with CARAS.

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The Canadian Academy of Recording Arts and Sciences (CARAS) is dedicated to year-round initiatives that foster the talent of Canadian musicians and provide opportunities for homegrown artists to showcase their work. Now in its second year, the JUNO Concert Series is an important and ongoing element of this year-round mandate. Through programming such as the JUNO Concert Series, JUNO Week and The 2012 JUNO Awards, CARAS helps raise the profile of Canadian musicians both at home and abroad.

Sponsors of the 2012 JUNO Awards include FACTOR, Canada's Private Radio Broadcasters and The Government of Canada through the Department of Canadian Heritage's "Canada Music Fund," Radio Starmaker Fund, National Capital Commission (NCC), Province of Ontario, and the City of Ottawa.

For more information on the JUNO Concert Series at The Horseshoe Tavern, visit www.junoawards.ca.

About CARAS:

The Canadian Academy of Recording Arts and Sciences/L'académie 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 ongoing opportunities to showcase and promote Canadian artists and music through vehicles such as The JUNO Awards and other year-round initiatives. For more information on the 41st Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences' (CARAS) website please visit www.junoawards.ca or www.carasonline.ca.

About OMDC:

Ontario Media Development Corporation (OMDC) is an agency of the Ontario government that facilitates economic development opportunities for the province's cultural media industries including: music, book and magazine publishing, film and television and interactive digital media industries. Visit www.omdc.on.ca.

About Exclaim! Media Inc.:

Exclaim! Media Inc. (www.exclaim.ca) is Canada's leading media outlet for emerging new music, introducing national audiences to bands like Arcade Fire, Broken Social Scene, Feist and Metric. Established in 1992, Exclaim! reaches its audience through Exclaim! Magazine in print, Exclaim.ca online and Exclaim! Events. Exclaim! Magazine is published monthly, with a circulation of 104,000 copies being picked up at over 3,000 locations across Canada. Exclaim.ca currently reaches over 300,000 unique users every month and features exclusive content including Click Hear, streaming music previews, Exclaim! TV and Exclaim! News.

About North by Northeast:

Now in its 18th year, North by Northeast Festivals and Conference (NXNE) has become the Canadian festival destination for emerging artists and major-label headliners, for music filmmakers, and for digital interactive innovators bridging the gap between technology and the arts. Seen as the most anticipated summer music event in Canada, NXNE Music, NXNE Film, and NXNE Interactive are an essential gathering for artists, industry and fans.

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