



FOR IMMEDIATE RELEASE

**CARAS INTRODUCES A NEW JUNO AWARDS CATEGORY:
ELECTRONIC ALBUM OF THE YEAR**

**BRINGS TO 40 THE NUMBER OF HONOURS PRESENTED AT
THE 40TH ANNIVERSARY OF CANADA'S MUSIC AWARDS IN 2011**

-- SUBMISSIONS OPEN FRIDAY, OCTOBER 1, 2010 --

Toronto, ON (September 28, 2010) – Mark your calendars! The Canadian Academy of Recording Arts and Sciences (CARAS) announced today that submissions for the **2011 JUNO Awards** open on **Friday, October 1, 2010**. New this year, coinciding with the celebration of the 40th Anniversary of the JUNO Awards, CARAS is introducing a 40th category for eligibility, **Electronic Album of the Year**.

The new category is defined as album-length original recordings composed with electronic equipment as the essential songwriting tools and defined by their electronic elements. Musical genres and respective subgenres such as (but not limited to) techno, house, electro, trance, drum'n'bass, dubstep, grime, electro-acoustic, turntablism, sample-based music, ambient and downtempo are eligible for this category.

"Over the past 40 years, CARAS has evolved and expanded to constantly reflect Canada's musical landscape. This new category is more evidence of our ongoing commitment to recognize the depth of Canadian music and the innovation that our artists continue to put forth," said Melanie Berry, President & CEO of CARAS.

Important Dates to Remember:

- Submissions for the 2011 JUNO Awards open **October 1, 2010**. Apply online at <https://junosubmissions.ca>
- Early-Bird deadline (to receive discounted submission rates) is **October 22, 2010** before **5:00 pm (EST)**
- Final submission deadline for all categories except International Album of the Year and Album of the Year (sponsored by Canadian Recording Industry Association) is **November 12, 2010**
- Final submission deadline for International Album of the Year and Album of the Year (sponsored by Canadian Recording Industry Association) is **January 7, 2011**

Eligibility

Eligibility for the 2011 JUNO Awards applies to works released during the period between September 1, 2009 to November 12, 2010. For a complete list of JUNO Awards categories, eligibility rules, voting criteria and submission forms, go to www.junoawards.ca.

Voting: Only current CARAS members as of **December 1, 2010** will receive the Single of the Year, Group of the Year and Artist of the Year voting ballots. For other member-voted categories, only current members as of **February 1, 2011** will receive voting ballots. Members registered after this date will not be eligible to vote for the 2011 JUNO Awards.

For the second consecutive year, the JUNO Awards will use YANGAROO to streamline the submissions process to make it easier for Canadian artists to submit their works for consideration in advance of the 2011 JUNO Awards. YANGAROO's patented Digital Media Distribution System (DMDS), enables candidates to add high-resolution photos, a digital booklet and three suggested listening tracks for judges to preview in the artist's biography page. The changes will provide judges with more information to assist them during the voting process.

CARAS has, again, secured the services of PricewaterhouseCoopers LLP as the official ballot accountants for the 2011 JUNO Awards.

Sponsors of The 2011 JUNO Awards include the Ontario Media Development Corporation (OMDC), City of Toronto, Tourism Toronto with funding from Ontario Cultural Attractions Fund (OCAF) and Radio Starmaker Fund.

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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 40th Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences' (CARAS) website please visit www.junoawards.ca or www.carasonline.ca.

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