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CTV and CARAS Extend THE JUNO AWARDS Broadcast Partnership Through 2016

- Canada's Music Awards road trip will continue to roll across the country –
 - THE 2011 JUNO AWARDS air Sunday, March 27 at 8 p.m. ET on CTV –
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Toronto, ON (March 25, 2011) – The musical road trip continues as CTV and The Canadian Academy of Recording Arts and Sciences (CARAS) announced today that they have extended their broadcast partnership for **THE JUNO AWARDS** through 2016. After ten successful years of broadcasting The JUNO Awards from coast-to-coast and back, CTV will continue to give fans the ultimate Canadian music experience by celebrating and honouring homegrown talent live from different cities across Canada. This year, CTV marks the 40th Anniversary of the JUNO Awards with a special two-and-a-half hour broadcast, hosted by superstar Drake. Airing this **Sunday, March 27** from Toronto, Canada's Music Awards airs LIVE on CTV in Ontario, Québec and Atlantic Canada at **8 p.m. ET/9 p.m. AT** and at **8 p.m.** in all other provinces.

****Media Note** - Download photos for THE 2011 JUNO AWARDS at www.ctvmedia.ca/ctv and www.junoawards.ca**

"We are privileged to have embarked on an incredible journey with CARAS over the past 10 years," said Susanne Boyce, President, Creative, Content and Channels, CTV Inc. "We are proud to have shone a spotlight on Canadian music through our programming initiatives, which this year has grown to an incredible 90 hours of coverage."

"The renewal of our partnership with CARAS solidifies CTV's commitment to showcasing the best and brightest musical talent this country has to offer," said Phil King, President of Sports and Executive Vice-President of Programming, CTV Inc. "We look forward to working with CARAS to deliver innovative and engaging broadcasts of THE JUNO AWARDS in the years to come."

“One of the most significant contributions to the JUNO Awards’ branding effort was the decision to join forces with CTV, and bring music directly to fans across Canada,” said Melanie Berry, President & CEO, CARAS/The JUNO Awards. “Since taking the show on the road in 2002, we’ve been able to share the live JUNO-experience and celebration with fans in nine different cities, and we’re thrilled to continue this Great Canadian Roadshow with CTV and Canadian music fans for years to come!”

It was a decade ago that CTV and CARAS jointly decided to take Canada’s Music Awards on the road. Landing in St. John’s, NL for its first-ever broadcast of THE JUNO AWARDS, CTV and CARAS set the new standard to which Canadian award shows are held. The 2002 broadcast immediately saw ratings jump 24% over the previous year and since then, millions more have continued to watch the annual celebration. Since CTV joined forces with CARAS in 2002, the JUNO Awards have travelled across Canada, bringing a live, electrified stadium show to millions of Canadians in Ottawa (2003), Edmonton (2004), Winnipeg (2005), Halifax (2006), Saskatoon (2007), Calgary (2008), Vancouver (2009), St. John’s (2010), and now Toronto (2011).

Supported by CTV’s complementary programming on its various news, entertainment, radio and online properties, five million Canadians in general tune in to some part of the broadcast year after year. Last year’s JUNO AWARDS broadcast was watched by 1.6 million viewers on average on CTV – the most since 2003 – with 6.5 million unique viewers.

Broadcast sponsors of **THE 2011 JUNO AWARDS** are Chevrolet, Garnier, Molson Canadian and Rogers.

Sponsors of the **2011 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, Ontario Media Development Corporation (OMDC), The City of Toronto, Tourism Toronto, Aeroplan and funding partner Ontario Cultural Attractions Fund.

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 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.

About CTV:

CTV, [Canada's Olympic Network](#), is also Canada's largest private broadcaster. Featuring a wide range of quality news, sports, information, and entertainment programming, CTV is Canada's most-watched television network. CTV Inc. also owns radio stations across the country and owns or has interests in leading national specialty channels, featuring news, sports, factual, arts, entertainment, music, youth and fashion programming. Official broadcaster of the Vancouver 2010 Olympic and Paralympic Winter Games and London 2012 Games of the Olympiad, CTV Inc. is owned by [CTVglobemedia Inc.](#), Canada's premier multi-media company. More information about CTV may be found on the network's website at www.ctv.ca.

Web Links:

Official JUNO Awards website: www.junoawards.ca

CTV's JUNO Awards website: www.junos.ctv.ca

CARAS website: www.carasonline.ca

CTV website: www.ctv.ca

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