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cleansheet
communications



Canada

SOCAN
music. people. connected.

JUNO
AWARDS



NEW SOUND-SHARING PLATFORM CANADASOUND INSPIRES MUSICIANS, SONGWRITERS AND THE PUBLIC TO CREATE THE ULTIMATE CANADIAN SOUNDTRACK

Collaborators behind the launch include cleansheet communications, CBC Music, The Canadian Academy of Recording Arts and Sciences (CARAS), SOCAN and The Department of Canadian Heritage

Portion of proceeds from the final digital album to be donated to MusiCounts

March 28, 2017 – Starting today, Canadians can upload, post or send their favourite homegrown sounds to the **CanadaSound** website to inspire artists nationwide to create new, distinctly Canadian songs. Imagined by cleansheet communications in partnership with CBC Music, The Canadian Academy of Recording Arts and Sciences (CARAS), The JUNO Awards, SOCAN and the Department of Canadian Heritage, CanadaSound is an interactive virtual platform that anyone can access, explore and contribute sounds to that express their experiences living in Canada. For more information or to share a sound, please visit www.cbcmusic.ca/canadasound.

As more material is submitted, the CanadaSound database will offer professionally curated sounds to all Canadian musicians, including SOCAN's nearly 150,000 music creators and publishers. The project's inclusivity of musicians from every genre has unleashed a wave of interest across the country, with JUNO Award-winning artists Walk Off The Earth, Karl Wolf and Kevin Hearn of the Barenaked Ladies already signed on to participate.

"Songwriters and composers are always seeking inspiration for their work," says Michael McCarty, Chief Membership & Business Development Officer, SOCAN. "To have the sounds that inspire Canadians be the actual motivation to create new music makes this unique collaboration special."

The most dynamic tracks received from CanadaSound will be made available as a downloadable digital album, with a portion of the proceeds going to MusiCounts, Canada's music education charity associated with CARAS.

"Sound, like smell, is a powerful sense that can transport you through time. Music has the power to recall memories, and to evoke emotions, as do our favourite sounds," said Allan Reid, President & CEO, CARAS/The JUNO Awards & MusiCounts. "I'm excited to see what our artists create with this uniquely Canadian combination."

Canada's 150th birthday originally sparked the idea for the project, which launches in time to celebrate the country's distinct sounds that have echoed for years.

"The CanadaSound project gives Canadians the opportunity to be a part of Canada 150," says The Honourable Mélanie Joly, Minister of Canadian Heritage, "I invite all of you to take part in creating a sound portrait of Canada. Let's celebrate our cultural diversity with pride."

Neil McOstrich, Chief Storytelling Officer at Cleansheet adds, "When Cleansheet first imagined the idea, our goal for CanadaSound was to create the most inclusive musical collaboration Canada has ever seen. The possibilities of what our people and artists can create together are as big as the nation itself."

On Canada Day, listeners can tune into a special broadcast on CBC Radio with host Grant Lawrence, who will dig into some of the most moving stories behind the sounds that have been shared from across the country. Follow along on social media via CanadaSound's Twitter, Facebook, Instagram and using the hashtag #CanadaSound for more updates.

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For more information and full English & French releases, please visit canadasound.ca/news.

About cleansheet communications:

Cleansheet is a creative communications company that believes in the power of inclusive ideas that bring Canadians together. We have told such stories on behalf of everyone from upstart clients with big ambitions, to established, nation-building companies like Canadian Tire. Founded in 2005, our agency has grown rapidly on the wings of its optimistic beliefs and passion to create work of enduring value. Our "Wheels" commercial for Canadian Tire is proof in point and has been viewed 160 million times in the past 4 weeks. We called our company cleansheet, because people with open minds in the presence of a clean sheet is where the magic happens.

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