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The Canadian Academy
of Recording Arts
and Sciences

L'Académie canadienne
des arts et des sciences
de l'enregistrement

FOR IMMEDIATE RELEASE

BRUCE COCKBURN ANNOUNCED AS 2013 JUNO AWARDS SUSTAINABILITY AMBASSADOR

— Artist also profiled in exhibit, *The Power of Music: Sustainability and the JUNOS*,
at the Royal Saskatchewan Museum —

Toronto, ON (March 28, 2013) - The Canadian Academy of Recording Arts and Sciences (CARAS) is thrilled to announce that Bruce Cockburn is the 2013 JUNO Awards Sustainability Ambassador. In this role, Cockburn will help CARAS and the JUNO Awards raise awareness about actions being taken to reduce their carbon footprint. Bruce Cockburn has focused on a wide range of issues over the course of his career. He has raised awareness, and continues to speak out, about unsustainable logging, pollution, native rights, land mines, and Third World debt, through organizations such as Oxfam, Amnesty International, Friends of the Earth, USC Canada, and The David Suzuki Foundation.

"The JUNO Awards are a living example of how the power of music connects us and drives positive change. Each year, they demonstrate their commitment to sustainability through engaging stakeholders, managing resource consumption and waste, mitigating climate change impacts, and integrating sustainability into purchasing decisions," said Bruce Cockburn. "I encourage you to learn more about what the JUNO Awards are doing to be sustainable, and how you can contribute to these initiatives. We only have one planet, so it is important that we all do our part."

Cockburn is featured in a PSA that launches today via CARAS and JUNO Awards social media networks and that will air in the venue prior to the 2013 JUNO Awards Broadcast on April 21st. In addition, Bruce is one of the JUNO Award Canadian artists profiled in *The Power of Music: Sustainability and the JUNOS*, an exhibit also launching today at the Royal Saskatchewan Museum (RSM).

The interactive exhibit, developed in partnership by CARAS and the RSM, highlights the connection between music and sustainability by featuring the music and personal causes of Cockburn, Sarah Harmer, Buffy Sainte-Marie and Neil Young. Also featured in the exhibit are songs and the sustainable causes of more than 20 other Canadian musicians including Arcade Fire, Billy Talent, Gord Downie, Justin Bieber, and Nelly Furtado, among others. The RSM is open from 9:30 a.m. to 5 p.m., seven days a week. Admission is by donation.

"Bruce Cockburn is a tremendous advocate for environmental awareness and conservation, which make him an ideal candidate to be this year's sustainability ambassador," said Chris Topping, Vice President, Events & Special Programming, CARAS/The JUNO Awards. "Through the combination of our initiatives this year we hope to inspire communities, artists, industry representatives, and others to take action today."

For the third consecutive year, CARAS and the JUNO Awards are using CSA Z2010, a national event sustainability management standard, to guide integration of sustainability considerations into decision making and event related activities. Use of the standard means engaging all involved with the JUNO Week events in contributing to overarching sustainability objectives.

Several long standing partnerships support these efforts. **Strategin Solutions** assists with design and delivery of the overall sustainability strategy. **Carbonzero** is the Preferred Carbon Offset Provider of the 2013 JUNO Awards and offsets the carbon footprint of venue heating and travel by organizers, CARAS members, production crews, nominees and attendees. **Bullfrog Power** provides all of the 2013 JUNO Awards event venues, hotel stays of organizers, and the CARAS office with clean, renewable electricity.

And **Me to We Style** produces the JUNO Awards apparel with organic cotton, recycled polyester, and viscose from bamboo.

For more information about the 2013 JUNO Awards and upcoming JUNO Awards events, visit www.junoawards.ca.

Sponsors of the 2013 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, the Province of Saskatchewan, PotashCorp, the City of Regina, the Regina Hotel Association, the City of Moose Jaw, and TD Bank Group.

Broadcast sponsors of The 2013 JUNO Awards are Chevrolet, Garnier, TD, and Virgin Mobile.

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 42nd Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences' (CARAS) website please visit www.junoawards.ca or www.carasonline.ca.

Web Links:

Official JUNO Awards website: www.junoawards.ca

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

CARAS website: www.carasonline.ca

JUNO Awards on Twitter: @TheJUNOAwards

JUNO Awards on Facebook: www.facebook.com/TheJUNOAwards

Web Links for Sustainability Partners:

Strategin Solutions: www.strateginsolutions.com

Bullfrog Power: www.bullfrogpower.com

Carbonzero: www.carbonzero.ca

Me To We Style: www.metowestyle.com

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