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CARAS Names rock-it promotions Public Relations Agency of Record for the JUNO Awards

TORONTO, ON — The Canadian Academy of Recording Arts and Sciences (CARAS) has named Toronto-based public relations firm [rock-it promotions](http://rock-it-promotions.com) as their agency of record for the JUNOS.

Following a competitive bid, rock-it promotions secured the contract to manage all public relations for the JUNOS' full-year programming, including the marquee JUNO Week.

*"The JUNOS is an institution in Canada and we are very honoured to be working with their entire team," said **Debra Goldblatt-Sadowski, President at rock-it promotions.** "Arts and entertainment has been part of our agency's core DNA since the beginning, and adding the JUNOS to our growing roster is a tremendous opportunity."*

*"We are very excited about this partnership as it comes at a time when there is so much energy surrounding Canadian music," said **Allan Reid, President & CEO, CARAS/The JUNO Awards & MusiCounts.** "We had a wonderful relationship with our former agency, and thank them for their dedication to CARAS. We feel rock-it promotions can help us realize our vision moving forward and continue to elevate the JUNO Awards brand."*

CARAS was formed in 1975 as an umbrella not-for-profit organization created to preserve and enhance the Canadian music industry and to contribute toward higher artistic and industry standards. CARAS' mandate 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.

Twitter: [@TheJUNOAwards](https://twitter.com/TheJUNOAwards), [@rockitpromo](https://twitter.com/rockitpromo),

Blog: www.onthefourthfloor.com

Instagram: [@TheJUNOAwards](https://www.instagram.com/TheJUNOAwards), [@rockitpromo](https://www.instagram.com/rockitpromo)

Website: www.junoawards.ca, www.rockitpromo.com

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 industry 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, MusiCounts, the Canadian Music Hall of Fame and other year-round initiatives. For more information on the 46th Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences (CARAS) please visit www.junoawards.ca.

About rock-it promotions:

rock-it promotions is recognized as one of Canada's leading lifestyle PR agencies. A full-service PR and communications agency with services including event planning, social media, launch events, press tours, sponsorship, celebrity outreach and representation, product seeding, brand ambassador programs and more. In 2012, founder and president Goldblatt-Sadowski was voted PR Professional of the Year at the BizBash Toronto Readers' Choice Awards and in 2016, she was named one of Profit Magazine's W100 - an award given to the top 100 female entrepreneurs in Canada.

For more information on the JUNO Awards or interview requests, please contact:

Michelle Easton, rock-it promotions, michelle@rockitpromo.com, 416 656 0707 ext. 103

Zai Karim, rock-it promotions, zai@rockitpromo.com, 416 656 0707 ext. 127