

ALLAN SLAGHT JUNO MASTER CLASS

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Winners announced for 2017 edition of Allan Slaight JUNO Master Class

Three musical artists selected by Super Jury to receive industry mentorship, performance opportunities, and more

Toronto, ON – The [JUNO Awards](#) and [Slaight Music](#) are proud to announce that **Neon Dreams**, **The Lytics**, and **Youngblood** are the winners of this year's [Allan Slaight JUNO Master Class](#). Selected by a Super Jury made up of JUNO alumni, the three acts will receive support from Canada's premier artist development program to help them take their careers to the next level and get 'JUNO ready' before heading to the 2017 JUNO Awards in Ottawa.

2017 Allan Slaight JUNO Master Class winners:

Neon Dreams

Halifax, NS ([@ourneondreams](#))

The Lytics

Winnipeg, MB ([@thelytics](#))

Youngblood

Vancouver, BC ([@youryoungblood](#))

Media note: Click [here](#) to watch JUNO TV's behind-the-scenes coverage of the Super Jury deliberation and the three winners' reactions.

The three winners were determined by the 2017 Super Jury, including **Lights**, **Kardinal Offishall**, **Max Kerman** (of Arkells), **Gavin Brown** (JUNO Award winning producer), **Ali Slaight** (Talent Development Coordinator at Slaight Music) and **Allan Reid** (President & CEO, CARAS/The JUNO Awards & MusiCounts).

"It was exciting to play a small part in introducing these artists to a wider audience," said Lights. "As a first time juror, it was a privilege to review the up and coming talent with a panel of friends and professionals I admire. Looking forward to watching our finalists grow their craft, learn from their mistakes and take advantage of new opportunities presented by the program."

"The Allan Slaight JUNO Master Class was created to provide up-and-coming Canadian musicians an opportunity to learn the business of music from Canada's music industry leaders. My grandfather Allan and father Gary have always championed and supported Canadian Musicians from their early stages of success," said Ali Slaight, Talent Development Coordinator, Slaight Music. "I am honoured to be able to continue this family heritage by returning as part of the Allan Slaight JUNO Master Class Super Jury and can't wait to watch this year's winners grow and learn throughout the entire program."

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The 2017 winners will receive an all-inclusive trip to Toronto for a customized week of mentorship (October 24 - 28, 2016), facilitated by [Canada's Music Incubator](#) at [Coalition Music](#) with industry leaders and Canadian artists. The mentorship week will culminate with a music industry showcase night in Toronto at the hmv Underground. Winners will also receive a trip to the 2017 JUNO Awards in Ottawa, including a performance slot at [JUNOfest](#) and a chance to perform at the JUNO Gala Dinner & Awards. The program also awards winners with a \$10,000 MuchFACT Online Music Video grant, studio time at [Slaight Music](#) Recording Studios, a cash investment in their careers, and more. Also as part of the prize package, JUNO TV will be filming the entire experience and producing mini-docs to run on [JUNOTV.ca](#). For full prizing details please click [here](#).

The Allan Slaight JUNO Master Class brings together the two key mandates of CARAS and The JUNO Awards: music education through MusiCounts and the celebration and promotion of excellence through the JUNO Awards. The program aims to foster the growth of Canadian musicians through mentorship, education, skills training, development, and deal-making opportunities.

Partners of the 2017 Allan Slaight JUNO Master Class are Slaight Music, Canada's Music Incubator at Coalition Music, MuchFACT, hmv Canada, Manitoba Film & Music and the Canadian Federation of Musicians (CFM).

To access photos of the Allan Slaight JUNO Master Class winners please click [here](#).

Web and Social Media Links:

Website: www.junomasterclass.ca, www.junoawards.ca

The JUNO Awards: [@TheJUNOAwards](#)

Slaight Music: [@SlaightMusic](#)

Canada's Music Incubator: [@CMIncubator](#)

Ali Slaight: [@AliSlaight](#)

Allan Reid: [@Allan_Reid](#)

Arkells: [@ArkellsMusic](#)

Gavin Brown: [@goldengoesplatinum](#)

Kardinal Offishall: [@KardinalO](#)

Lights: [@Lights](#)

Neon Dreams: [@OurNeonDreams](#)

The Lytics: [@thelytics](#)

Youngblood: [@youryoungblood](#)

About Allan Slaight JUNO Master Class:

The Allan Slaight JUNO Master Class is an initiative that provides the crucial tools to help the three winners develop their careers, build their own sustainable business and become 'JUNO ready'. The 'Master Class' includes a week-long customized artist development program co-developed with Canada's Music Incubator at Coalition Music. This development program provides hands-on mentoring, networking and collaboration opportunities.

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