



MEDIA RELEASE

For immediate release

February 27, 2008

Calgary Unveils Host City Celebrations Planned for 2008 JUNO Awards™

Calgary, AB – Calgary's Host City celebrations for the 2008 JUNO Awards™ were unveiled at a press conference today. "Calgary. Music Lives Here" will serve as the host city theme building up to and throughout the Juno celebrations. Three major events will set the stage for the 2008 JUNO Awards™ – a March Music Series with live music events and activities in Calgary and area schools, and two Juno Weekend Kick-off events to be held on Thursday, April 3, featuring top Canadian rock and country acts.

"A tremendous amount of work has gone into Calgary's preparations for the 2008 JUNO Awards™," said Terry Rock, President & CEO of Calgary Arts Development and Host Committee Co-chair. "Calgary is ready to set the stage for the 2008 JUNO Awards™, with over 150 live music events in March; a huge free public concert in Olympic Plaza featuring top Canadian acts like Finger Eleven, Sloan and Bedouin Soundclash to a country music showcase with Juno Award winning Alberta stars like George Canyon and Carolyn Dawn Johnson."

Mayor Dave Bronconnier was also on hand to make a very special announcement. "I'm delighted to proclaim March as "Music Lives Here Month" in Calgary," Mayor Bronconnier said. "In just over a month Calgary will play host to Canada's premiere music and entertainment event. The March Music Series will celebrate Calgary's vibrant music scene and show our citizens the strength of local music and events – the perfect opening act for a weekend-long celebration of local and Canadian music during Juno Awards Weekend."

The 2008 JUNO Awards™ will be a prime opportunity to showcase Calgary's energetic and diverse music scene and promote Calgary as a world-class host for major events. Engaging Calgarians and visitors alike, this celebration of Canadian music is estimated to bring in \$7 to \$10 million to Calgary's economy.

-30-

MEDIA CONTACT

For more details please contact the Calgary Host Committee communications team:

Erica Mattson
Director of Marketing & Communications
Calgary Arts Development
Phone: 403.978.2787
E-mail: erica.mattson@calgaryartsdevelopment.com

Lynn Byrgesen
Manager, Communications
Tourism Calgary
Phone: 403.750.2381
E-mail: lynnb@tourismcalgary.com

To arrange an Interview with Mayor Bronconnier, please contact Marc Henry at Mayor's Office by calling 268.5622 or e-mailing marc.henry@calgary.ca .