



## **Polaris Music Prize and Music Canada partner to improve equity and access for the Canadian music community**

*September 12, 2018, Toronto:* Polaris Music Prize and Music Canada have partnered on a new initiative called the Polaris Community Development Program. Launching in advance of the 2018 Polaris Music Prize Gala, the program will partner with 10 Canadian not-for-profit music organizations each year to support and develop the music community by eliminating barriers to access for engaged music creators, entrepreneurs and change makers.

In 2018, each participating organization will receive tickets to the Polaris Music Prize Gala to distribute to individuals who directly impact or participate in the organization's music programming, courtesy of Music Canada. The program also includes additional opportunities for participants to connect with Polaris staff, Board members and other community members on the night of the Gala.

"Our objective is to provide aspiring music professionals, who normally lack the means or access to music events, an opportunity to participate in the industry and community that Polaris attracts," says Steve Jordan, Founder and Executive Director of the Polaris Music Prize. "Our hope is that by lifting these barriers we can in a small way help develop diversity in the next generation of music supporters and protectors."

"Music Canada is committed to challenging the status quo and advancing practical solutions to improve equity and representation in the Canadian music industry," says Amy Terrill, Executive Vice President of Music Canada and Polaris Board Chair. "Polaris Music Prize, an organization focused on artistic excellence with a history of celebrating diverse sounds and viewpoints, is the perfect host for this program."

Participating organizations in the 2018 Community Development Program can be found at [polarismusicprize.ca/sponsors](http://polarismusicprize.ca/sponsors).

The 2018 Polaris Music Prize Gala takes place on Monday, September 17<sup>th</sup> at The Carlu in Toronto. Canadian non-profits interested in participating in the 2019 Community Development Program are encouraged to contact Claire Dagenais at [claire.dagenais@polarismusicprize.ca](mailto:claire.dagenais@polarismusicprize.ca).

**For more information:**

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**About Polaris Music Prize**

Polaris Music Prize Inc. is a not-for-profit organization that annually honours and rewards artists who produce Canadian music albums of distinction. A select panel of music critics then judge and award the Prize without regard to musical genre or commercial popularity. For more on the Polaris Music Prize, please visit [www.polarismusicprize.ca](http://www.polarismusicprize.ca)

**About the 2018 Polaris Music Prize Gala**

The Polaris Music Prize Gala is produced by CBC Music. This year's gala is set to take place on Monday, September 17th, 2018 at The Carlu, 444 Yonge Street, 7th Floor. The gala will be webcast live worldwide on CBC Music's Facebook and YouTube. This year's host is CBC's Rainaouris.

**About Music Canada**

Music Canada is a non-profit trade organization that represents the major record companies in Canada: Sony Music Entertainment Canada, Universal Music Canada and Warner Music Canada. Music Canada also works with some of the leading independent record labels and distributors, recording studios, live music venues, concert promoters, managers and artists in the promotion and development of the music cluster. For more on Music Canada, please visit [www.musiccanada.com](http://www.musiccanada.com)