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POLARIS MUSIC PRIZE ANNOUNCES LONG LIST, SHORT LIST AND GALA DATES FOR 2011, ALBUMS SALONS AT THE DRAKE HOTEL.

TORONTO, ON – Friday, February 3, 2010- Steve Jordan, Founder and Executive Director of the Polaris Music Prize, today announced the key dates for 2011.

The Long List of 40 titles will be announced June 16th. The Short List of 10 nominees will be announced on July 6th. Both lists will be revealed live at events to be held at the Drake Hotel in Toronto.

The winner will be revealed Monday, September 19th at the Polaris gala. The event will be at at CTV's Concert Hall studios at Toronto's Masonic Temple and will feature live performances by this year's short list nominees. It will be broadcast on MuchMusic.

The Long List and Short List are determined by an independent jury of over 200 music journalists, broadcasters and music bloggers from across Canada. Eleven people are selected from the larger jury pool to serve on the Grand Jury. The grand jury will convene the night of the 19th during the gala to select the 2010 Polaris Music Prize winner.

The Polaris Music Prize awards \$20,000 to the artist who creates the Canadian Album of the Year. It is judged solely on artistic merit, without consideration of genre or record sales. Past winners have been Owen Pallett, Patrick Watson, Caribou, Fucked Up, and Karkwa.

The eligibility period for the 2011 Polaris Music Prize runs from June 1, 2010 to May 31, 2011.

- June 16th – Long List announcement
- July 6th – Short List announcement
- September 19 – Gala and winner announcement

Jordan also revealed details on a free series of record salons to be held monthly at the Drake Hotel in Toronto. The music featured will be endorsed by a Polaris juror, but may or may not end up making the Long or Short lists. The first one is Tuesday, February 15 at The Drake Hotel and will feature The Dears "Degeneration Street". Steve explained, "We've been looking for a way to expose even more essential Canadian records to the music lovers. Think of it is a book club for records. We hope it works here so we can expand it across the country".

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Long List Presented by
Liste de présélection présentée par



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About the Polaris Music Prize

The Polaris Music Prize is a not-for-profit organization that annually honours, celebrates and rewards creativity and diversity in Canadian recorded music by recognizing, then marketing the albums of the highest artistic integrity, without regard to musical genre, professional affiliation, or sales history, as judged by a panel of selected music critics.

www.polarismusicprize.ca

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