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POLARISMUSICPRIZE.CA

POLARIS MUSIC PRIZE ANNOUNCES KEY DATES FOR 2012 LONG LIST REVEAL IN VANCOUVER

Steve Jordan, Founder and Executive Director of the Polaris Music Prize, today announced the key dates for 2012.

The Long List of 40 titles will be announced June 14 at a special ceremony at The Waldorf Hotel in Vancouver. This marks the first time that Polaris will hold a major event outside of their Toronto headquarters. The Short List of 10 nominees will be announced July 17 at the Drake Hotel in Toronto.

The winner will be revealed Monday, September 24 at the Polaris gala. The event will be 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 and CBC Radio 3.

The Long List and Short List are determined by an independent jury of more than 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 gala to select the Polaris Music Prize winner.

The Polaris Music Prize awards \$30,000 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 Arcade Fire, Karkwa, Fucked Up, Patrick Watson, Caribou and Final Fantasy.

The eligibility period for the 2012 Polaris Music Prize runs from June 1, 2011 to May 31, 2012.





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June 14 – Long List announcement (Vancouver)

July 17 – Short List announcement (Toronto)

September 24 – Gala and winner announcement (Toronto)

Engaged music fans can expect a number of Polaris-related cultural events around the Long List, Short List and Gala dates. These include various Polaris Salons to be held in cities across the nation. These Polaris Salons are like book clubs for music lovers where members of the Polaris jury present albums for in-depth discussion.

The best way to keep informed about Polaris Salons or any other information in the Polaris universe is by following:

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