



2009

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POLARIS MUSIC PRIZE ANNOUNCES 2009 GALA DETAILS.

For immediate release

Toronto, ON (August 17, 2009) Steve Jordan, Founder and Executive Director of the Polaris Music Prize, today revealed details about this year's gala, to be held September 21, 2009, 9pm at the Concert Hall inside the legendary Masonic Temple in Toronto. The gala will once again be broadcast live across North America on Sirius channel 86, around the world on the web at radio3.cbc.ca, and can be watched live across the country online at muchmusic.com. The evening will conclude with the announcement of this year's \$20,000 Polaris Music Prize.

For the first time in the event's four year history, the gala will feature performances by all of the 10 Short Listed artists. They are Elliott BROOD, Fucked Up, Great Lake Swimmers, Hey Rosetta!, K'NAAN, Malajube, Metric, Joel Plaskett, Chad VanGalen and Patrick Watson.

"Each year we cross our fingers in the hopes that all of our Short Listed artists can be present to bask in the glow of their nomination and share the love with their fellow nominees. We're extremely excited that the scheduling Gods have allowed for this. It's going to be an unforgettable night of music" said Jordan.

Details on the televised version of the show were also announced. A one-hour special will air Saturday, September 26th on MuchMusic at 9 p.m. ET with an encore presentation at midnight.

For the third straight year the gala host will be CBC Radio 3's Grant Lawrence.

The Grand Jury was also announced today. These 11 jurists, selected from the 182 member-Polaris Jury, will vote during the gala to determine this year's winner. They will be sequestered deep inside the Masonic Temple during the gala. They are Bryan Acker (Herohill), Stuart Derdeyn (The Province), Mary Dickie (ELLE), Brad Frenette (National Post), Nicholas Jennings (freelance), Robert Mersereau (CBC TV), Brendan Murphy (Hour), Mia Parang (Musique Plus), Ben Rayner (The Toronto Star), Brad Wheeler (The Globe and Mail) and Lisa Wilton (Calgary Sun).

This year's gala presenters were also revealed. They are members of the Polaris jury and include Jian Ghomeshi (CBC Radio's Q), Alan Cross (Explore Music, The Ongoing History Of New Music), Johnny Hockin (MTV Canada), Matt Wells (MuchMoreMusic) and author Rob Bowman.

Previous Polaris Music Prize winners have been Dundas' Caribou for Andorra (2008), Montréal's Patrick Watson for Close To Paradise (2007) and Toronto's Final Fantasy for He Poos Clouds (2006). Dan Snaith of Caribou will be on hand to crown the 2009 winner.

Starting today, SIRIUS Satellite Radio launches a contest for fans to enter to win a VIP trip for 4 to attend the gala. One winner and three friends will receive airfare, luxury accommodations, spending



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money, tickets to the gala, an exclusive meet their favourite Polaris Short List nominee plus an all-access tour of the MuchMusic studios. Contest entry is at www.sirius.ca/polaris.

Polaris also announced their partnership with MusiCounts in support of music education in Canada by donating 50% of ticket sales from the 2009 Gala. In addition, the program will be mentioned at the Gala, on Polaris' website and during the webcast and broadcast, raising awareness for the work MusiCounts does across the country. "MusiCounts and the Polaris Music Prize share many of the same beliefs, one of them being that Canada is fertile ground for the world's best music," said Melanie Berry, President of MusiCounts. "This generosity by Polaris will further energize the Canadian music industry from the roots up."

The 2009 Polaris Music Prize Short List

Elliott BROOD - *Mountain Meadows*
(Toronto, ON)

Fucked Up - *The Chemistry of Common Life*
(Toronto, ON)

Great Lake Swimmers - *Lost Channels*
(Toronto, ON)

Hey Rosetta! - *Into Your Lungs (and around your heart and on through your blood)*
(St. John's, NL)

K'NAAN - *Troubadour*
(Toronto, ON)

Malajube - *Labyrinthes*
(Montréal, QC)

Metric - *Fantasies*
(Toronto, ON)

Joel Plaskett - *Three*
(Halifax, NS)

Chad VanGalen - *Soft Airplane*
(Calgary, AB)

Patrick Watson - *Wooden Arms*
(Montréal, QC)



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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 and 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. For further information, including rules, jury and sponsors, please visit www.polarismusicprize.ca.

About MusiCounts

MusiCounts, Canada's music education charity associated with The Canadian Academy of Recording Arts and Sciences, continues to inspire young Canadians across the country by providing grants, nurturing diverse music programs and awarding scholarships to aspiring musicians throughout Canada. Since the Program's establishment, over a decade ago, more than \$3 million has been donated impacting close to 200,000 students, their schools and communities from coast to coast.

For more information, visit: www.musiccounts.ca / www.musicompte.ca

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