



FOR IMMEDIATE RELEASE

**POLARIS MUSIC PRIZE ANNOUNCES NEW PRESENTING SPONSOR  
AND KEY DATES FOR 2013**

**LONG LIST TO BE REVEALED IN MONTREAL**

**TORONTO, ON** – Thursday, April 4, 2013.

Steve Jordan, Founder and Executive Director of the Polaris Music Prize, today announced the new presenting sponsor of the 2013 Polaris Music Prize and the key dates for 2013.

Scion Canada is the new presenting sponsor. "Scion's work in music with Scion Sessions is a harmonious fit with Polaris' mandate to expose quality cutting edge music," said Jordan of the automotive brand. "We're looking forward to working with them to support and celebrate Canada's world class music community."

Key dates for this year were also released. Continuing a tradition of holding the Long List announcement across the country that started last year in Vancouver, the Long List of 40 titles will be revealed Thursday, June 13th at a TBA location in Montreal. The Drake Hotel in Toronto will play host on Tuesday, July 16<sup>th</sup> when the Short List of 10 nominees will be announced.

The winner will be revealed Monday, September 23rd at the Polaris gala at a TBA venue in Toronto. The Polaris team is still working on broadcast partnerships that shall be revealed in the coming weeks.

The eligibility period for the 2012 Polaris Music Prize runs from June 1, 2012 to May 31, 2013. 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 convenes 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. Judged solely on artistic merit, without consideration of genre or record sales, the prize's past winners have included Feist (2012), Arcade Fire (2011), Karkwa (2010), Fucked Up (2009), Caribou (2008), Patrick Watson (2007), and Final Fantasy (2006).

**Polaris Music Prize 2013 Key Dates:**

June 13<sup>th</sup> – Long List announcement (Montreal)

July 16<sup>th</sup> – Short List announcement (Toronto)

September 23<sup>rd</sup> – Gala and winner announcement (Toronto)

**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](http://www.polarismusicprize.ca) @polarisprize

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