



FOR IMMEDIATE RELEASE

POLARIS MUSIC PRIZE ANNOUNCES NEW SALON SPONSOR AND PLANS FOR UPCOMING SALONS

TORONTO, ON – Friday, May 17, 2013.

Steve Jordan, Founder and Executive Director of the Polaris Music Prize, today announced details for the 2013 edition of the Polaris Music Prize Salons including dates and locations of the first events and the salon sponsor. The increasingly popular salons are panel discussions where jury members openly discuss their picks and predictions for the upcoming prize.

RACS (The Recording Artists' Collecting Society) has signed on as the new sponsor of the salons for 2013. RACS is a division of ACTRA that collects and distributes equitable remuneration (neighbouring rights and private copying) to eligible recording artists. "ACTRA RACS is thrilled to be a sponsor of this year's Polaris Music Prize, celebrating the best music our country has to offer," says ACTRA and ACTRA RACS National President Ferne Downey. "We are particularly proud to be sponsoring the Polaris Salons, giving music fans a behind the scenes look at the decision making process that goes into picking the Short and Long Lists and winner."

The first salon will be held at the Banff Centre on Friday, May 24th. Montreal will host a salon at TBA location on Thursday, June 13th following the unveiling of The Long List. The Soho House in Toronto will host one on Wednesday, June 19th. Salons are also being planned for the fall in Vancouver, Edmonton, Saskatoon, Ottawa and Halifax.

Polaris is also planning international salons; a second one in New York City and its first ever in London, UK. "International attention to Canadian music and specifically Polaris nominees has never been greater. We are looking forward to piquing this interest with local critical reactions to our nominees and their work," said Jordan.

The Long List will be announced on June 13th at a TBA location in Montreal and the Short List will be unveiled on July 16th at The Drake Hotel in Toronto. The Polaris gala will be held on September 23rd at The Carlu in Toronto. The eligibility period for the 2013 Polaris Music Prize runs from June 1, 2012 to May 31, 2013. An independent jury of over 200 music journalists, broadcasters and music bloggers from across Canada determine the Long List and Short List. 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 (Owen Pallett) (2006).

Polaris Salons:

BANFF – Friday, May 24th

Venue– Banff Centre, Bentley Chamber Music Studio (Music & Sound Building)

Address– 107 Tunnel Mountain Dr.

Time– Reception 5pm, Salon 6pm

Moderator– Steve Jordan - Polaris Founder and Executive Director

Panelists– Katherine Duncan – Host/Producer CBC Radio, Aubrey McInnis – CJSW 90.9FM, Lisa Wilton – Metro Calgary

MONTREAL – Thursday, June 13th

Venue– TBA

Address– TBA

Time– TBA

Moderator– Steve Jordan - Polaris Founder and Executive Director

Panelists– TBA

TORONTO – Wednesday, June 19th

Venue– Soho House

Address– 192 Adelaide St., West

Time– 7 pm – 9 pm

Moderator– James Keast (Exclaim!)

Panelists– TBA

*London, UK and New York City, US info to be released soon.

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. [@polarisprize](https://twitter.com/polarisprize)

About RACS

ACTRA RACS is one of the performer organisations responsible for distribution of royalties collected on all tariffs related to sound recordings under Canada's Copyright Act. ACTRA RACS is a division of the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA)

the national organisation of more than 22,000 professional performers working in the English-language recorded media in Canada. www.actra.ca/racs/ @actraracs

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