



SASKATCHEWAN SET TO INVADE COUNTRY MUSIC WEEK “SASKATOON WILL SHINE” IN HAMILTON!

Saskatoon is already looking forward to playing host to **PotashCorp Country Music Week** and the **Canadian Country Music Awards** in 2012. On September 9, the Saskatoon Host Committee will depart for Hamilton, Ontario to promote “PotashCorp Country Music Week Saskatoon 2012” at this year’s Country Music Week, joined by dozens of Saskatchewan performing artists and music industry professionals.

Providing a Saskatchewan presence during the four-day event and welcoming everyone to visit our province in 2012 will be the top priority of the committee, which consists of representatives from Tourism Saskatoon, the City of Saskatoon, SaskMusic, Credit Union Centre, TCU Place, Saskatoon Media Group radio stations CJWW 600 and 92.9 The Bull, and Saskatoon hoteliers. The annual event – the highlight of the year for Canadian country music fans and industry members – will conclude with the Canadian Country Music Awards on September 12, 2011, broadcast live on CBC-TV.

Saskatoon Media Group’s Vic Dubois, Chair of the Host Committee, stated, “We know that Saskatoon will host an amazing PotashCorp Country Music Week, and I am very excited for our Committee to participate in this wonderful event. We will definitely have a great presence in Hamilton and be there to promote Saskatoon and our fantastic Saskatchewan talent!”

At an unveiling of the official logo for Country Music Week 2012 held this morning, Denita Stann, VP Investor and Public Relations for PotashCorp, stated: “PotashCorp Country Music Week will bring people together from across our home city and province to enjoy some of the best in Canadian country music. We’re excited to help host the party.”

The Host Committee was also pleased to announce that SaskTel, always a champion supporter of events in Saskatchewan, has come on board as a presenting sponsor for next year’s event.

While in Hamilton, the Host Committee will be proudly supporting this year's Saskatchewan artists and industry nominees and performers.

Saskatoon's **Codie Prevost** - who just won a spot on the prestigious **FanFest** stage in a fan-voted contest - is nominated this year for **Rising Star of the Year**. Langenburg's **Jess Moskaluke**, this year's Big Dog 92-7 "The Next Big Thing" winner, will be performing in a **New Artist Showcase**. Jess was selected from a record number of submissions to receive one of these eight coveted spots.

SaskMusic CEO J.P. Ellson stated, "SaskMusic is excited to be heading to Hamilton to cheer on our Saskatchewan nominees and performing artists, and to reconnect with our friends and colleagues from across Canada at this year's event. Country music roots run deep in Saskatchewan and we are thrilled that we'll be able to enjoy this great event in our own backyard in 2012."

"Hosting the 2012 CCMAs is a great opportunity to showcase Saskatchewan's quality of life, our top Saskatchewan talent, and Saskatoon as a tourism destination both this year in Hamilton and next year," First Nations and Métis Relations Minister Ken Cheveldayoff said on behalf of Tourism, Parks, Culture and Sport Minister Bill Hutchinson. "I wish all Saskatchewan nominees well as they represent our province at the 2011 CCMAs in Hamilton."

"We are thrilled to be bringing Country Music Week to Saskatoon in 2012," stated Don Green, Executive Director of the Canadian Country Music Association, adding, "We look forward to having the Saskatoon 2012 Host Committee join us in Hamilton for Country Music Week 2011. We are sure that by having this experience, Saskatoon will be an event to remember in years to come."

Please see the following page for a complete list of 2011 Saskatchewan nominees.

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For more information, please contact

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2011 CANADIAN COUNTRY MUSIC AWARDS: SASKATCHEWAN NOMINEES

CODIE PREVOST
Rising Star

RECORDING STUDIO OF THE YEAR
Bart McKay Productions – Saskatoon SK
RECORD PRODUCER(S) OF THE YEAR
Bart McKay (The Man I Am Inside - Chad Klinger)
ALL-STAR BAND: KEYBOARDS
Bart McKay

MANAGEMENT COMPANY OF THE YEAR
O'Reilly International Entertainment Management
RECORD COMPANY OF THE YEAR
On Ramp Records Inc.
RECORD COMPANY PERSON OF THE YEAR
Louis O'Reilly (306 Records/On Ramp Records/O'Reilly International Entertainment Management)

RON SAKAMOTO TALENT BUYER OR PROMOTER OF THE YEAR
Karen Mondor (Casino Regina)

ALBUM DESIGN OF THE YEAR
Hal Schrenk/Mario Varia/Macarena Yanez - Get Loud (**Codie Prevost**)

VIDEO DIRECTOR OF THE YEAR
Antonio Hrynychuk (Day After You - Chad Brownlee; Standing Strong & True For Tomorrow - Various Artists; Watching You Walk Away - Shane Yellowbird)

COUNTRY MUSIC PROGRAM OR SPECIAL OF THE YEAR
Canadian Coast To Coast (CJVR-FM) - Melfort SK

COUNTRY FESTIVAL, FAIR, OR EXHIBITION OF THE YEAR
Craven Country Jamboree – Craven SK

MUSIC DIRECTOR OF THE YEAR – MAJOR MARKET
Jay Richards (CJWW) – Saskatoon SK

MUSIC DIRECTOR OF THE YEAR – SECONDARY MARKET
Dave Baker (CJVR-FM) – Melfort SK
Cal Gratton (CIXM-FM/CJVR-FM) - Whitecourt AB/Melfort SK

For the complete list of Canadian Country Music Award nominees, please visit www.cma.org.