



**CANADIAN COUNTRY MUSIC ASSOCIATION® RETURNS TO EDMONTON FOR
COUNTRY MUSIC WEEK® AND CANADIAN COUNTRY MUSIC AWARDS® 2013/2014**

FOR IMMEDIATE RELEASE (Edmonton) July 14, 2011 – The Canadian Country Music Association (CCMA®) announced today that Edmonton, Alberta will once again host Country Music Week and the Canadian Country Music Awards not only for 2013 but also for the following year, 2014.

Today's announcement was made in Edmonton by the Executive Director of the CCMA, Don Green, who praised the city's previous support and execution of the national event.

"Edmonton was and continues to be an amazingly supportive community for our industry conference, Country Music Week and the Canadian Country Music Awards," said Green. "Our two-year stay will help the Association to focus resources on exploring some new initiatives recognizing Canadian country talent locally, domestically and internationally all year round."

Edmonton has an excellent history of hosting both Country Music Week and the Canadian Country Music Awards, bringing the event a record high in ticket sales, sponsorship, attendance and viewership of the 2010 Awards show. In addition, the city's strong volunteer base, proven local host committee, accustomed venue and hotel facilities and immense embracement of past events, will already secure the success of Country Music Week in 2013 and 2014.

"After hosting the 2010 event, we realized immediately this event had to come back here," said Jackie Rae Greening, Co-Chair of the Edmonton Host Committee. "The City of Edmonton, The Province of Alberta and the Edmonton Destination Hotels were integral in making this happen."

Country Music Week and the Canadian Country Music Awards in 2013 and 2014 will be hosted by Edmonton in September of each year. Before returning to Edmonton for two years, the CCMA will celebrate Country Music Week 2011 in Hamilton, Ontario from September 9 to 12, followed by Saskatoon, Saskatchewan in September of 2012. For more details about the CCMA and Country Music Week, visit www.ccma.org.

About the CCMA and Country Music Week

Established in 1976, the CCMA is committed to ensuring the growth of Canadian country music through education, communication, information, promotion and recognition. Core to the organization's efforts is Country Music Week - an annual event that heightens awareness and increases exposure for Canada's country artists. A culmination of Country Music Week, the Canadian Country Music Awards were inaugurated in 1982 and continue to celebrate the music and artists that represent Canada's unique culture.

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