





“Returning to Edmonton after ten years has been incredibly special,” shares Amy Jeninga, President, CCMA. “The way fans showed up this year, embracing every moment of Country Music Week, speaks volumes about the deep bond Alberta has with country music. The energy from the fans, the contributions from local artists, and the support from the entire arts community created an unforgettable experience that resonated culturally and economically. The boost to local businesses and the vibrancy felt throughout Edmonton is a testament to the power of country music to bring people together and make a lasting impact. We’re grateful for the warm welcome and excited for what the future holds as we continue to build these connections.”

### **About Explore Edmonton**

Explore Edmonton is the city’s destination marketing and management organization, focused on promoting Edmonton as a premier location for tourism, events, and business. Committed to making the city vibrant and prosperous, Explore Edmonton works with partners to create unique experiences for visitors while driving economic impact and enhancing the quality of life for residents.

### **About the Canadian Country Music Association® (CCMA®)**

Established in 1976, the CCMA is a membership-based, not-for-profit organization dedicated to the promotion and recognition of Canadian country music. Built upon the foundation to educate, elevate, and celebrate Canadian talent, the CCMA progressively heralds the spirit, community, and creativity that country music fosters through year-round initiatives, culminating every fall with Country Music Week and the Canadian Country Music Association Awards presented by TD. Sponsors of Country Music Week 2024 and the 2024 CCMA Awards presented by TD include FACTOR, Canada’s Private Radio Broadcasters, and the Government of Canada through the Department of Canadian Heritage’s “Canada Music Fund”.

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For interview requests, please contact:

Amanda Krumins

Executive Director, Communications & Connections, Explore Edmonton

c: 780-566-1660

e: [akrumins@exploreedmonton.com](mailto:akrumins@exploreedmonton.com)