

2024 CCMA Awards Presented by TD Fuel a \$16 Million Economic Boost for Edmonton

Edmonton, AB – November 14, 2024 — Edmonton welcomed a surge of vibrancy and growth this year as the Canadian Country Music Association[®] (CCMA[®]) Country Music Week 2024 and the 2024 CCMA Awards presented by TD generated a remarkable economic impact of *\$16 million* in total for the city. The broadcast awards at Rogers Place arena drew a sold-out crowd of 14,000 attendees — the biggest show to date in CCMA history — underscoring the tremendous value of hosting large-scale cultural events for local businesses and the downtown core.

Over several days, Edmonton became a hotspot for country music enthusiasts, drawing fans, artists, and industry professionals from across Canada and beyond. Hotels, restaurants, shops, and venues across the city enjoyed a significant boost in business, with downtown establishments reporting one of the busiest weeks of the year. This surge in visitors injected millions directly into local businesses, creating a palpable sense of energy throughout Edmonton's central districts. The energy spread through iconic locations as over 46 events, including 30 Country Crawl shows were hosted at venues throughout Edmonton, showcasing more than 200 talented artists. Additionally, the Prairie West Pop-Up Market attracted over 300 attendees and featured 10 Indigenous vendors, further highlighting the diversity and talent of the region.

"Events like the CCMAs don't just entertain – they elevate our economy, support local businesses, and amplify Edmonton's cultural presence," said Cindy Medynski, Director, Sport and Culture Events at Explore Edmonton. "The economic vibrancy brought to our downtown and local businesses by this event is a powerful testament to how Edmonton thrives when we welcome world class events to our region. This impact reverberates through every corner of our community, supporting jobs, driving growth, and creating memorable experiences that draw visitors back time and time again. Thank you to all our partners, and a special thanks to the City of Edmonton for their support in bringing the CCMAs to Edmonton and helping make it the biggest show ever."



"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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