

PRESS RELEASE

Road to The JUNOS Concert Series Builds Excitement to JUNO Week. Access and Diversity Key for Fans and Artists.

January 19, 2023 (Alberta)—The JUNOS 2023 Host Committee is excited to announce an Edmonton-based concert series, titled Road to The JUNOS, as a lead-up to The 52nd Annual JUNO Awards Broadcast and JUNO Week from March 9-13.

The concert series will be set in small, intimate venues around Edmonton and feature local and regional artists who one day may end up on the JUNOS stage. Road to The JUNOS is a collaboration between the JUNOS 2023 Edmonton Host Committee, CBC Music and Explore Edmonton. It aims to provide excitement and create momentum leading into Canada's biggest celebration of music.

The 10-show concert series will run from Monday, February 6 through Tuesday, February 28 at local venues in Edmonton. Of note, the artists playing these events come from a wide variety of backgrounds and genres and offer an opportunity to see some of Canada's newest and most exciting talent. Fans can be a part of an intimate JUNOS concert with an affordable advance ticket price of only \$10.

Road to The JUNOS is possible thanks in part to federal funding through PrairiesCan's Tourism Relief Fund. This Fund is positioning Canada as a destination of choice for domestic and international travel. PrairiesCan administers the Fund in Alberta.

"Edmonton is a vibrant and dynamic cultural hub and our government's support for Road to The JUNOS will bring that experience to visitors from across Canada and around the globe. Through the Tourism Relief Fund and our partnership with organizations such as Explore Edmonton, communities across Canada will capitalize on the jobs and economic activity generated through Edmonton's growing tourism industry."
– The Honourable Dan Vandal, Minister for PrairiesCan

"Road to The JUNOS is an important step in positioning Edmonton as an all-season destination and celebrating our community's business and arts districts. I'm proud to see our government supporting Edmonton to build on its leadership in arts and culture while strengthening local tourism activity that benefits businesses in our city."
– The Honourable Randy Boissonnault, Minister of Tourism and Associate Minister of Finance

“Road to The JUNOS is an exciting opportunity to grow Alberta’s music industry, showcasing local talent to visitors from all parts of Canada. The Alberta government is proud to support this series of concerts that features Alberta’s talent on stage as well as the venues, promoters and other music professionals.”

– The Honourable Jason Luan, Alberta Minister of Culture

“Canada has a long history of producing exceptionally talented musicians. The Road to The JUNOS concert series hopes to help give a platform to some of our up-and-coming artists and audiences a chance to say ‘we saw them when’.”

– Aimée Hill, co-chair, 2023 Host Committee

“Explore Edmonton is proud to support The JUNO Awards in March and we are delighted to be a part of this grassroots concert series. Promoting our local music venues, supporting talented Canadian musicians, and giving Edmontonians quality music experiences at an affordable price is such an important piece to the whole JUNOS experience. And we get to show off a little for the rest of Canada!”

– Traci Bednard, CEO of Explore Edmonton

The JUNOS Experience starts here. For more information and to buy tickets, visit:

<https://edmonton.junoawards.ca/>

Downloadable assets to be used in promotional materials are available here:

<https://www.dropbox.com/sh/psfpqsyypqkzzwtj/AAB9az6bpTvANF2zQozB8POAa?dl=0>

About Explore Edmonton:

Explore Edmonton Corporation (EEC) is the Destination Management and Marketing Organization (DMMO) for Edmonton. EEC tells our city’s story, elevates the Edmonton experience and generates inbound visitation. EEC manages the Edmonton Convention Centre and the Edmonton EXPO Centre. While EEC’s mandate is focused on attracting visitors from beyond our city’s limits, what we do and how we do it also enhances and amplifies the quality of life for Edmontonians.

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