

## SiriusXM Canada celebrates 8th year as sponsor of JUNO Awards Songwriter of the Year and JUNOfest

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*SiriusXM Canada will also host a special JUNO Awards kickoff event with performances by **The Trews** and special guests with proceeds to go towards MusiCounts*

TORONTO, Feb. 4, 2014 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, today announced its continued support as a key sponsor and contributor to the largest celebration of Canadian music, the 2014 JUNO Awards in Winnipeg, Manitoba. This year marks SiriusXM Canada's 8<sup>th</sup> consecutive year as an award and event sponsor of the JUNO Awards, which celebrates the most successful and diverse talent in the Canadian music industry.

As part of its support for the 2014 JUNO Awards, SiriusXM will sponsor the Songwriter of the Year Award. Recent Songwriter of the Year Award winners have included Leonard Cohen, Dallas Green and Arcade Fire. In addition, SiriusXM will present JUNOfest, a series of concerts in Winnipeg during JUNO Week featuring national touring acts, numerous JUNO Awards Nominees and the best artists Winnipeg has to offer.

"We're very excited to announce our participation with the JUNO Awards for 2014 and we're looking forward to sharing even more JUNO programming news," said Andreeanne Sasseville, Director, Canadian Content Development and Industry Relations, SiriusXM Canada. "What a fantastic group of nominees announced today. This year's JUNO Awards in Winnipeg is shaping up to be an event not to be missed."

To kick off the JUNO festivities, SiriusXM Canada will also host the JUNO Award Kickoff Concert on Thursday, March 27 in Winnipeg where multi-JUNO Award Nominees **The Trews** will perform along with special guests. Tickets are available for the kickoff event now for \$20 at [www.ticketmaster.ca](http://www.ticketmaster.ca) with all proceeds going toward MusiCounts, Canada's music education charity associated with CARAS.

Support of the 2014 JUNO Awards follows SiriusXM's ongoing tradition of promoting and elevating the best emerging Canadian music. Through Canadian indie music channels The Verge (XM 173) and Iceberg (Sirius 161), francophone channels Influence Franco (XM 174) and Attitude Franco (Sirius 164), plus many more, SiriusXM continues to offer a leading platform for Canadian artists.

For more information, visit [www.siriusxm.ca](http://www.siriusxm.ca) or [www.junoawards.ca](http://www.junoawards.ca).

### **About SiriusXM Canada**

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with over 2.4 million subscribers, is the country's leading audio entertainment company and broadcasts more than 120 satellite radio channels featuring premier sports, news, talk, entertainment and commercial-free music. SiriusXM Canada offers an array of content from the most recognized news, entertainment and major sports brands including the NHL, NFL, NBA, NASCAR, CNN, CBC, FOX, BBC, Howard Stern, Oprah, Disney, Comedy Central and more.

SiriusXM programming is available on a variety of devices including pre-installed and after-market radios in cars, trucks and boats, smartphones and mobile devices, and consumer electronics products for homes and offices. SiriusXM programming is also available online at [www.siriusxm.ca](http://www.siriusxm.ca) and on Apple and Android-powered mobile devices.

SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 3,000 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at [www.siriusxm.ca](http://www.siriusxm.ca).

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