

## SiriusXM Canada to broadcast from Pemberton Music Festival

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*Exclusive performances, interviews and more with some of the biggest names in music*

TORONTO, July 15, 2015 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, today announced it will return to British Columbia's hottest summer event, Pemberton Music Festival, to bring subscribers and fans access to the best Canadian and international music talent from July 16 – 19 in Pemberton, B.C. Interviews, special performances and more can be heard throughout the weekend on *Iceberg* (Sirius channel 161) and *The Verge* (XM channel 173).

This year's lineup includes major acts such as The Black Keys, Weezer, Broken Social Scene, J. Cole, Sam Roberts Band, Tiësto, Jane's Addiction, Kendrick Lamar, and many more. In addition, some of the biggest Canadian talent on the scene right now will play the *Whistler Stage Presented by SiriusXM*, including Chromeo, JPNSGRILS, Dakota Pearl, and more.

Behind the scenes, SiriusXM will offer subscribers and festival-goers exclusive access to the *SiriusXM Backstage Stage*, featuring artist interviews and intimate, stripped-down performances throughout the weekend. Sam Roberts Band, July Talk and Dan Mangan + Backsmith will all perform in support of the *Music Heals Charitable Foundation*, which helps raise awareness of the healing powers of music and fundraises for music therapy and related services across Canada. Festival attendees can tweet using #SXMBackstage for their chance to win access to performances. SiriusXM subscribers also got the chance to win tickets to the festival, including an Ultimate Fan Experience with private tours, stage access and more.

"This is our second year at Pemberton Music Festival and we can't wait to get back into the mountains and be a part of this amazing event," said Jeff Leake, Director, Music Programming, SiriusXM Canada. "We get to hang out with some of our favourite artists and bring listeners across North America access to some great highlights from the festival."

Those satellite radio subscribers who add [SiriusXM Internet Radio](#) access to their subscription can also catch Pemberton programming throughout the weekend, including exclusive broadcasts of the *SiriusXM Backstage Stage* performances on the SiriusXM Internet Radio App and online.

SiriusXM is a proud sponsor of Pemberton Music Festival and has a legacy of supporting and furthering the best emerging Canadian music. Through Canadian indie music channels *Iceberg* (Sirius 161) and *The Verge* (XM 173), francophone channels *Attitude Franco* (Sirius 164) *Influence Franco* (XM 174), plus many more, SiriusXM continues to offer a leading platform for Canadian artists.

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

For more information about Music Heals, visit [www.musicheals.ca](http://www.musicheals.ca)

For more information about Pemberton Music Festival, visit [www.pembertonmusicfestival.com](http://www.pembertonmusicfestival.com)

### **About SiriusXM Canada**

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with more than 2.6 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, 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 2,500 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at [www.siriusxm.ca](http://www.siriusxm.ca).

SiriusXM Canada has been designated one of Canada's 50 Best Managed Companies six years in a row and 2013 and 2014 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

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### **About Music Heals**

The Music Heals Charitable Foundation raises awareness of the healing powers of music and fundraises for music therapy and related services across Canada. Their mission is to increase patient access to music therapy in children's hospitals, seniors' homes, palliative care facilities, burn units, across the autism spectrum, AIDS & HIV care, bereavement support, at-risk youth programs and more. Music Heals donated \$250,000 to music therapy programs in Canada in their first two years in operation.

In addition to funding music therapy programs, Music Heals manages the iPod Pharmacy in partnership with Skullcandy, repurposing donated iPods for use by music therapists with their clients. Visit the Music Heals website at [www.MusicHeals.ca](http://www.MusicHeals.ca)

Join Music Heals on Facebook at [Facebook.com/MusicHealsCanada](https://Facebook.com/MusicHealsCanada), on Twitter and Instagram at [@MusicHeals\\_ca](https://@MusicHeals_ca), and on Vimeo at [Vimeo.com/MusicHeals](https://Vimeo.com/MusicHeals). Share what music makes you feel/do with the hashtag [#MusicMakesMe](https://#MusicMakesMe).

SOURCE Sirius XM Canada Holdings Inc.

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