



-MEDIA ALERT-

MUSICOUNTS AND TD PRESENT \$200,000 IN MUSIC GRANTS TO 15 PROGRAMS ACROSS CANADA

KEVIN DREW OF BROKEN SOCIAL SCENE TO PARTICIPATE IN ANNOUNCEMENT EVENT ON AUGUST 27TH

EVENT:

The announcement of the 2013 MusiCounts TD Community Music Grant recipients

DATE:

Tuesday, August 27th, 2013

TIME:

10:45am media arrival; announcement commences at 11:00am sharp.

LOCATION:

SKETCH Working Arts Program, Masaryk-Cowan Community Centre, 220 Cowan Ave., Toronto

WHAT:

Too many youth in Canada are missing out on the benefits of music education. In response, MusiCounts with the support of TD will expand programming designed specifically to create opportunities for youth in underserved communities across Canada. The MusiCounts TD Community Music Grants provide musical instruments and equipment to community centres, after-school programs and other community non-profit organizations, ultimately putting instruments into the hands of youth that need them most.

WHO:

Kevin Drew, of Broken Social Scene, was the inspiration behind this initiative when he approached MusiCounts nearly two years ago. His intent was to help MusiCounts create support for programs serving at-risk youth that may not be exposed to music education and discovery through their schools. With the support from TD Bank Group, MusiCounts was able to bring this program to life.

The inaugural year of the MusiCounts TD Community Music Grants program received over 120 applications. A total of \$200,000 is being awarded to the 15 selected recipients this year. Kevin Drew will be on hand to speak and perform at the announcement event and joining him will be Melanie Berry, President & CEO, CARAS/The JUNO Awards & MusiCounts, Alan Convery, Senior Manager, Community Relations, TD Bank Group, along with members of the SKETCH Working Arts Program. The SKETCH Working Arts program, based in the Parkdale neighbourhood of Toronto, will be one of the first recipient programs announced to receive a MusiCounts TD Community Music Grant and will be presented with

\$20,000 worth of music equipment at the event.

IN ATTENDANCE:

Kevin Drew, Artist

Melanie Berry, President & CEO, CARAS/The JUNO Awards & MusiCounts

Alan Convery, Senior Manager, Community Relations, TD Bank Group

About Kevin Drew

Kevin Drew is a Canadian musician, co-founder of Broken Social Scene and co-owner of Canadian independent music company Arts & Crafts. Other Kevin Drew projects include his 2007 solo release *Spirit If...* as well as the lesser-known KC Accidental, which consisted of Drew and Broken Social Scene's Charles Spearin. Drew has also directed music videos under the name Experimental Parachute Movement. In 2008 he wrote and directed a short film called "The Water," inspired by and starring his bandmate Leslie Feist. He is currently working on two records, including his sophomore solo album and a collaborative project with The Archies songwriter Andy Kim.

About SKETCH Working Arts for Street-Involved Youth:

Founded in 1996, SKETCH is recognized locally, provincially and nationally for its unique, capacity-focused approach to youth engagement and organizing through the arts. Their mission as a community arts initiative is to engage young people who live homeless or on the margins to experience the transformative power of the arts, to build leadership and self-sufficiency in the arts, and to cultivate social and environmental change through the arts. SKETCH is currently building and renovating a 7,500-square-foot multidisciplinary creative hub at Artscape Youngplace located at 180 Shaw Street, in Toronto, Ontario. Once construction of SKETCH's new creative hub is complete in early 2014, SKETCH youth will have even more opportunities to collaborate with creative entrepreneurs and mentors, gain employable training, and launch their own enterprises.

TD Community Giving

TD Bank Group invests in communities in order to effect positive change in the places where it operates and where its clients and employees live and work. In 2012, TD donated over \$65 million to support community organizations in Canada, the United States and the United Kingdom. In Canada, TD focuses on education and financial literacy, creating opportunities for young people and the environment. For further information, please visit <http://www.td.com/corporate-responsibility>.

About MusiCounts

MusiCounts, Canada's music education charity associated with The Canadian Academy of Recording Arts and Sciences (CARAS) and the Canadian Country Music Association (CCMA) is helping to keep music alive in schools across Canada. MusiCounts' mission is to ensure that children in Canada, regardless of socio-economic circumstances or cultural background, have access to music programs through their schools. MusiCounts includes Band Aid musical instrument grants, the MusiCounts Teacher of the Year Award, Scholarships and other music education initiatives. MusiCounts is funded by various initiatives such as the JUNO Awards nominee compilation CD; annual contributions by Bell Media; Astral Media; TD; SiriusXM Canada; the Slight Family Foundation; Music Canada, Vista Radio, House of Marley, IA Clarington, Morningstar Canada and supported since inception by Sony Music Entertainment Canada Inc.; Universal Music Canada and Warner Music Canada Ltd.; along with JUNO Songwriters' Circle presented by SOCAN and eOne as well as JUNO Cup. Since the Program's establishment in 1997, over \$6,000,000 will have been awarded impacting 286 post secondary music program graduates and an estimated 520,000 students, their schools and communities, from coast to coast. MusiCounts will have also honoured 8 extraordinary music teachers through the MusiCounts Teacher of the Year Award. For more information, please visit: www.musiccounts.ca and www.musiccanada.com

For more information or to attend please contact:

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