Canadian Independent Recording Artists' Association

CANADIAN INDEPENDENT RECORDING ARTISTS' ASSOCIATION (CIRAA) ANNOUNCES MAY 1 LAUNCH OF NEW MICRO-GRANT PROGRAM FOR CANADIAN INDEPENDENT ARTISTS

CIRAA Groundbreaker Grant Represents New Approach to Grassroots Arts Funding in Canada

TORONTO (April 28, 2011) – The Canadian Independent Recording Artists' Association (CIRAA) is pleased to announce the launch of the **CIRAA Groundbreaker Grant**, a new micro-grant program for Canadian independent artists. The program, which launches May 1, will distribute $2,000 each month to Canadian independent artists in the form of twenty $100 "micro-grants", rewarding them specifically for live performances. The **CIRAA Groundbreaker Grant** is generously supported by XM through its Canadian Content Development Fund.

In an era in which CD sales are no longer the driving force for most artists' careers, CIRAA believes that performing in front of an audience is more important than ever in terms of developing as an artist and building a fan-base. Playing new venues and touring new cities – breaking new ground – is activity that CIRAA strongly encourages. CIRAA understands that performing live and touring can be financially challenging, however, and knows that every little bit of funding can make a difference.

"Since CIRAA was founded in 2005, we have been strong proponents of the need for more funding at the grassroots level for unsigned Canadian artists," says CIRAA President **Gregg Terrence**. "Our members are talented singers and musicians who are getting out there and building their audiences one fan at a time. They deserve more support, and this program is our first attempt at rewarding these hard-working artists."

Here's how the **CIRAA Groundbreaker Grant** program works: each month, CIRAA members will be eligible to apply for a $100 micro-grant for each eligible gig that they have played during the past calendar month. CIRAA members only need to fill out a very basic online application form providing details of each gig, and they will then be entered into the group of members from which twenty recipients will be selected in a monthly lottery draw. A member may not receive more than one grant per venue played, but may receive more than one grant in a month if more than one of their eligible applications are randomly selected from the lottery draw. There is a maximum of $1,200 in funding available per artist/group per year.

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The submission period for applications will be from the 1st to the 10th of each month, and grant winners will be selected in a lottery draw. The names of the artists drawn in the lottery selection will be announced through social media, starting on Twitter (www.twitter.com/theciraa), at 4 pm on the next business day after the 10th of each month.

For more information on CIRAA and on the **CIRAA Groundbreaker Grant** program, please visit **www.ciraa.ca**.

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Contact:
Dave Cool, Director of Member Services: 416-203-1011 or dave@ciraa.ca
Aisha Wickham Thomas, Executive Director: 416-203-1011 or aisha@ciraa.ca

About CIRAA (www.ciraa.ca):

CIRAA is Canada's only national non-profit organization dedicated exclusively to Canadian independent recording artists. With over 4,500 members across Canada, their mandate is focused on advocacy, education and member services. CIRAA's educational audio series, *The New Indie*, features interviews with music industry experts discussing the new realities facing today's independent recording artists. It is available for free download at www.TheNewIndie.com.