



CANADIAN INDEPENDENT RECORDING ARTISTS' ASSOCIATION (CIRAA) ANNOUNCES DAVE COOL AS DIRECTOR OF MEMBER SERVICES

TORONTO (January 26, 2011) – The Board of Directors of the Canadian Independent Recording Artists' Association (CIRAA) is pleased to announce the appointment of **Dave Cool** as the organization's Director of Member Services. **Cool** transitions into this newly created role after serving on the CIRAA Board of Directors since April 2010.

As Director of Member Services, Montreal-based **Cool** will lead the launch and implementation of a national micro-grant program for independent Canadian artists, as well as develop and oversee a mentorship program focused on providing CIRAA members with hands-on career advice by linking them with seasoned industry experts.

"Dave's significant experience running artist development programs within the independent music scene in Quebec, along with his passion for mentoring and developing independent artists, will be a great asset to the thousands of independent artists who are – and will become – part of our national network," says CIRAA President **Gregg Terrence**. "We look forward to making some exciting announcements in the coming weeks about how CIRAA will enhance its service offerings to independent artists."

Cool (yes, his real name) is the director and producer of the critically-acclaimed documentary film *"What is INDIE? A look into the World of Independent Musicians"*, which delved into the experiences of being an independent artist in the music industry. He also co-wrote a guide for singer-songwriters called *"Your Successful CD Release"*. **Cool** most recently served as Program Director for the St-Ambroise Centre and spearheaded the St-Ambroise Music Program, which distributed \$10,000 in bursaries to Quebec musicians in 2009.

"In addition to providing information and advice to indie artists in the new 'do-it-yourself' artist entrepreneur model, CIRAA was founded in large part to emphasize the importance of funding at the grassroots level for unsigned artists within the Canadian music industry," says **Cool**. "The new programs that CIRAA is preparing to launch will help fill a big void within the Canadian music industry landscape."

For more information on CIRAA, please visit www.ciraa.ca or www.thenewindie.com.

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About CIRAA (www.ciraa.ca):

CIRAA is Canada's only national non-profit organization dedicated exclusively to Canadian independent recording artists. With over 4,000 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.