



Canadian Independent Music Association

CIMA's 6th Annual Grammy Showcase & Celebration of Canadian Musical Excellence

On the occasion of the 55th Annual Grammy Awards (February 2013) the Consulate General of Canada, in partnership with CIMA, hosted its *Sixth Annual Grammy Showcase and Celebration of Canadian Musical Excellence* at Couture in Hollywood. The venue was transformed into the "House of Canada" to brand Canada as a key player in the international music marketplace as well as an important supplier of entertainment to the world. The event included a targeted audience of key decision makers in the Los Angeles music and entertainment industry that provided showcasing and business-to-business opportunities for Canadian artists and companies.

- **Canadian Presence:** Targeted primarily to LA-based entertainment executives and media, Canadian talent was prominently represented. *The Sheepdogs, Jarvis Church, Divine Brown, Snowblink* and *Diamond Rings* performed five fantastic performances to a crowd of about 350 delegates from the music, entertainment and media industries.
- **Marketing & Promotion:** CIMA embarked on a targeted press campaign surrounding this event, with invitations from CIMA and David Fransen, the Consul General of Canada in Los Angeles, to very select guests/executives from the LA entertainment and music industries.
- **Outcomes:** This event is an annual commercial and marketing opportunity for Canadian performing artists to showcase their talents to key decision-makers in the US entertainment industry. It also created an environment for business-to-business networking before and after the showcases.

CANADIAN GRAMMY NIGHT
ON THE OCCASION OF
55TH ANNUAL GRAMMY AWARDS
The Consul General of Canada
MR. DAVID FRANSEN
CORDIALLY INVITES YOU AND A GUEST TO ATTEND
A SHOWCASE AND CELEBRATION
OF CANADIAN MUSICAL EXCELLENCE
PERFORMANCES BY
SNOWBLINK • DIVINE BROWN
DIAMOND RINGS • JARVIS CHURCH
AND FEATURING
THE SHEEPDOGS
MC OF THE NIGHT: MICHAELA PEREIRA (KTLA)
THURSDAY, FEBRUARY 7TH 2013
6:30PM - 10:00PM
COUTURE
1640 N. CAHUENGA BLVD.
LOS ANGELES, CA 90028
RSVP BY MONDAY
FEBRUARY 4TH 2013
INVITATION IS NON TRANSFERABLE

PRESENTING SPONSORS
CIMA **Canada** **ONTARIO CANADA** **SASKO MUSIC**

CIMA Presents
CANADIAN BLAST
in Los Angeles

Showcase and celebration of
CANADIAN MUSICAL EXCELLENCE
Couture, 1640 North Cahuenga Blvd, Los Angeles
Thursday, February 7, 2013, 6:30 PM–10:00 PM
Performances by
THE SHEEPDOGS
JARVIS CHURCH
DIVINE BROWN
SNOWBLINK
DIAMOND RINGS

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Canadian Blast is an initiative of the Canadian Independent Music Association (CIMA)

In Partnership with
RADIO **SOCAN** **FAM71** **ONTARIO** **COUTURE** **FACTOR**
MUSIC **HARVARD** **MMF** **SASKO MUSIC** **Canada**