

## Canadian Blast In Los Angeles 2014

Los Angeles is one of the most important cities in the world – and especially when it comes to recorded music and entertainment! CIMA regularly partners with the Consulate General of Canada to showcase Canadian export-ready artists to key members of the Los Angeles entertainment industry through a Canadian Blast showcase event. The purpose of this Canadian Blast showcase at the Official Residence on November 12, 2014, beyond showcasing Canadian artists, is to create opportunities for Canadian companies to build relationships and connections in areas like touring, press, publishing and song placement.

- **Canadian Presence:** The Canadian Blast showcase featured Jenn Grant (Outside Music/Blue Grace Music) and Lindsay Broughton (Curve Music). Jenn Grant was represented onsite by Sheena Kane (Blue Grace Music) while Lindsay Broughton was represented by Brian Hetherman (Curve Music).
- **Marketing & Promotion:** The Canadian Blast showcase was an exclusive, invitation-only event. The guest list was specifically targeted to the VIPs of the Los Angeles entertainment industry, and managed by the office of the Consul General of Canada. The mission also included a VIP luncheon with artist representatives and additional targeted LA industry contacts.
- **Outcomes:** The showcase was very well-attended – with other 70 key contacts in attendance, and standing room only in the living room!



Music Export Canada and The Consulate General of Canada present

# Canadian Blast




**Jenn Grant**  
Outside, Management: Blue Grace Music

**Lindsay Broughton**  
Curve Music

**November 12, 2014** 6:00pm–8:30-pm  
**Official Residence of Canada**  
165 S. Muirfield Road, Los Angeles (Hancock Park) 90004

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Music Export Canada and Canadian Blast are initiatives of the Canadian Independent Music Association (CIMA)

