



Canadian Independent Music Association

## CIMA at Halifax Pop Explosion 2012

As an official partner of the festival, CIMA delivered its 2nd annual Canadian Blast showcase in support of Halifax Pop Explosion. Working with the Festival, artists were selected to showcase. Held in one of Halifax's top live music venues, The Seahorse Tavern, on Friday – the busiest night of the festival – the 2012 HPX Canadian Blast showcase featured *Brederins*, *Technical Kidman*, *Extra Happy Ghost*, *Coyote* and *Paper Lions*. All participants were able to benefit from CIMA's extensive promotional and marketing endeavours, ensuring a well-attended showcase during the east coast's premiere independent music festival.

