

CIMA at Halifax Pop Explosion 2014

Halifax Pop Explosion is an international music festival and conference held annually in Halifax, Nova Scotia. One of Canada's most important music, digital and cultural events, Halifax Pop Explosion presents 180 bands in 18 venues over 5 days, and brings in over 30,000 fans and industry delegates from around the world. CIMA's mission to Halifax Pop Explosion in 2014 included a Canadian Blast Showcase and a networking B2B reception.

- **Canadian Presence:** The Canadian Blast showcase featured 4 Canadian artists: Molly Thomason, Dagan Harding (presented by SaskMusic and Creative Saskatchewan), Ain't No Love and Mounties.
- **Marketing & Promotion:** CIMA's Canadian Blast Showcase was in partnership with MusicOntario, with a B2B networking reception presented in partnership with MusicOntario and Music Nova Scotia.
- **Outcomes:** The Canadian Blast showcase featured an eclectic mix of artists and was well attended. The B2B Networking Reception was put together to provide a networking opportunity for the Canadians to meet with the international delegates participating in Halifax Pop Explosion.



Music Export Canada presents

Canadian Blast

at Halifax Pop Explosion 2014 in partnership with MusicOntario

Saturday, October 25 Reflections Cabaret
5187 Salter Street, Halifax, NS | Doors: 8pm \$20.25 adv / \$25 door. Free with HPX wristband/pass

9pm MOLLY THOMASON 	10pm DAGAN HARDING (presented by Creative Saskatchewan/SaskMusic) 
11pm AIN'T NO LOVE 	12am MOUNTIES 

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

In partnership with: CIMA, RADIO 3, GALAXY, SOCAN, CMAA, CPLUS

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