

Boots and Hearts Music Festival Partners with SiriusXM Canada in Emerging Artist Showcase

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Finalists will Compete at Boots and Hearts For Big Machine Release

BOWMANVILLE, ON, March 17, 2014 /CNW/ - Republic Live, organizers of the **Boots and Hearts Music Festival**, announced their **Emerging Artist Showcase** presented by SiriusXM Canada earlier today. The competition will invite all aspiring Canadian country artists, 12 years of age and older (Excluding Quebec), to upload a video performance for a chance to perform on the Main Stage at **Boots and Hearts 2014** on Sunday, August 3rd, before Hunter Hayes, and win a single release with Big Machine Label Group Canada. The competition is now open and will run until April 4 at 11:59 pm EST and more information is available at www.bootsandhearts.com/showcase. Following the close of applications, a panel of music industry professionals will review the submissions and narrow it down to 8 finalists. Fans will then have an opportunity to vote for their favourite acts which will determine their placement in the line up when they perform for a panel of judges and Boots and Hearts fans at the SiriusXM Front Porch Stage at Boots and Hearts on Saturday, August 2.

"The Emerging Artist Showcase is one of the key priorities of the Boots and Hearts Music Festival and we are so grateful to SiriusXM Canada and their continued support of the growth of Canadian talent," said Shannon McNevean, Executive Director, Republic Live. "We've seen some amazing artists participate in the showcase over the past two years, Tim Hicks being a prime example of the kinds of things that can happen when the right artist gets the chance to do their thing on the right platform. It's a great opportunity to showcase your talent and for the winner to work with Big Machine Label Group Canada on a single and perform before Hunter Hayes in front of Canada's largest country crowd is invaluable."

The Emerging Artist Showcase will take place at **Boots and Hearts Music Festival**, July 31 - August 3, 2014, at the Canadian Tire Motorsport Park in Bowmanville, Ontario. Entries are open to bands and solo artists with prizes that includes a performance on the main stage at Boots and Hearts 2014 before Hunter Hayes on Sunday, August 3rd, a single deal from Big Machine Label Group Canada, and an opportunity to perform on the Main Stage at **Boots and Hearts 2015**. Full contest details are available at www.bootsandhearts.com/showcase

"We are very excited to present, once again, The Emerging Artist Showcase with Boots and Hearts for the third year in a row," said Andreanne Sasseville, Director, CCD and Industry Relations, SiriusXM Canada. "The festival and artist showcase strengthens our commitment in helping to provide exposure to up-and-coming talent in Canada while delivering can't-miss entertainment to music lovers during the festival."

About SiriusXM Canada

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with over 2.4 million subscribers, is the country's leading audio entertainment company and broadcasts more than 120 satellite radio channels featuring premier sports, news, talk, entertainment and commercial-free music. SiriusXM Canada offers an array of content from the most recognized news, entertainment and major sports brands including the NHL, NFL, NBA, NASCAR, CNN, CBC, FOX, BBC, Howard Stern, Oprah, Disney, Comedy Central and more.

SiriusXM programming is available on a variety of devices including pre-installed and after-market radios in cars, trucks and boats, smartphones and mobile devices, and consumer electronics products for homes and offices. SiriusXM programming is also available online at www.siriusxm.ca and on Apple and Android-powered mobile devices. SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 3,000 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at www.siriusxm.ca.

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About Big Machine Label Group

At the helm of the independent Big Machine Label Group is industry veteran Scott Borchetta, who serves as President and CEO. The conglomerate encompasses Big Machine Records (founded in 2005), The Valory Music Co. (founded in 2007) and Republic Nashville (a partnership with Universal Republic founded in 2009 with Jimmy Harnen serving as President). The Big Machine Label Group's current artist roster includes Multi-Platinum superstars Taylor Swift, Rascal Flatts, Tim McGraw and Reba; Platinum sensations The Band Perry and Florida Georgia Line; Legendary group The Mavericks; Gold-selling artists Brantley Gilbert and Justin Moore; Chart-topping act Eli Young Band as well as Hot newcomers Thomas Rhett, Cassadee Pope, RaeLynn, Laura Bell Bundy, The Cadillac Three and Danielle Bradbery, in addition to soundtracks for ABC's hit drama "NASHVILLE." BMLG artists have received multiple GRAMMY, CMA, ACM, American Music Awards, CMT Music Awards, Teen Choice Awards, MTV Video Music Award and People's Choice Award accolades as well as Brit Award and JUNO Award nominations. In 2012 BMLG rejuvenated its publishing arm with Big Machine Music, which has created a joint venture with Lukasz "Dr. Luke" Gottwald's Prescription Songs, allowing the two companies to co-publish songwriters and artists whose unique talents translate across genres. Big Machine was also the first-ever label to align with terrestrial radio for performance royalty rights. The label group has also forayed into the racing world, sponsoring the Brickyard 400 as well as back-to-back Indy500 drivers.

Boots and Hearts is an annual country music festival event run by Republic Live taking place at Canadian Tire Motorsport Park in Bowmanville, Ontario from July 31st - August 3rd, 2014 with headliners Toby Keith, Luke Bryan and Blake Shelton confirmed to perform, along with Hunter Hayes, Lee Brice, Paul Brandt, Gord Bamford, The Road Hammers, Tim Hicks, Neal McCoy, Tyler Farr, Danielle Bradbery, Deric Ruttan, Sawyer Brown, Dan + Shay, David Lee Murphy, Chris Stapleton, Sam Hunt, Jess Moskaluke and Jordan McIntosh with more artist announcements to come. **Boots and Hearts** features 3 stages, BOOMTOWN Entertainment area, Sports and Outdoor Zone, midway, market stalls, food vendors and much more. Children under 12 years of age receive free admission. For more information please visit www.bootsandhearts.com

SOURCE Republic Live Inc.

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