

## The SiriusXM JUNO KickOff to open JUNO Weekend with The Sheepdogs

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*SiriusXM's JUNO Radio returns, featuring past and present nominees*

TORONTO, Feb. 5, 2015 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, today opened up ticket sales for the [SiriusXM JUNO KickOff](#), featuring four time JUNO Award winners The Sheepdogs on March 12 in Hamilton, Ontario.

Now in its second year, the event, hosted by The Canadian Academy of Recording Arts & Sciences (CARAS), SiriusXM Canada, and the Hamilton JUNO Host Committee, sets the stage for an exciting weekend of music and entertainment featuring some of the best talent from across the country.

Joining The Sheepdogs will be three time JUNO Award nominees Tokyo Police Club and Say Yes (members of Alexisonfire and Saint Alvia). The bands will play Hamilton's historic Liuna Station with all proceeds from ticket sales going to MusiCounts, Canada's music education charity associated with CARAS and part of SiriusXM's ongoing dedication to music charities developed for youth.

"The SiriusXM JUNO KickOff is the first major event during JUNO Week and to have amazing acts like The Sheepdogs and Tokyo Police Club on stage in Hamilton will be an electrifying way to kick off a very special weekend in Canadian music," said Jeff Leake, Director, Music Programming, SiriusXM Canada. "It's an added bonus that we get another chance to further support MusiCounts, who do so much to connect youth and music in this country."

"We are excited to be partnering with our friends at SiriusXM Canada and the JUNO Host Committee for this kickoff concert," said Allan Reid, President & CEO, CARAS/The JUNO Awards & MusiCounts. "There's no better way to start JUNO Weekend than with some great music and all for a good cause - MusiCounts!"

For SiriusXM subscribers not in Hamilton, a live recording of the event will be broadcast at 6 pm EST on Saturday, March 14 on SiriusXM's **JUNO Radio**, running through Sunday, March 15 on Sirius channel 161 and XM channel 173. **JUNO Radio** is an exclusive, limited-run channel that will feature interviews, performances and more from past and present JUNO nominees and winners, plus exclusive content from JUNO Weekend. More details on SiriusXM JUNO programming to be released soon.

Those satellite radio subscribers who add [SiriusXM Internet Radio](#) access to their subscription can also listen to the SiriusXM JUNO KickOff and **JUNO Radio** on the SiriusXM Internet Radio App and online.

SiriusXM is a proud and long-time sponsor of the JUNO Awards and has a legacy of supporting and furthering the best emerging Canadian music, including many of the 2015 JUNO Award nominated artists. Through Canadian indie music channels *The Verge* (XM 173) and *Iceberg* (Sirius 161), francophone channels *Influence Franco* (XM 174) and *Attitude Franco* (Sirius 164), plus many more, SiriusXM continues to offer a leading platform for Canadian artists.

Tickets to the SiriusXM JUNO KickOff are \$20 (plus tax and service fees) with all proceeds going to MusiCounts. To buy tickets to the SiriusXM JUNO KickOff, visit: [www.ticketmaster.ca](http://www.ticketmaster.ca).

For more information, visit [www.siriusxm.ca](http://www.siriusxm.ca) or [www.junoawards.ca](http://www.junoawards.ca).

### About SiriusXM Canada

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with over 2.6 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, 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](http://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](http://www.siriusxm.ca).

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### **About CARAS**

The Canadian Academy of Recording Arts and Sciences/L'académie canadienne des arts et des sciences de l'enregistrement (CARAS) is a not-for-profit organization created to preserve and enhance the Canadian music industry and to contribute toward higher artistic and industry standards. The main focus of CARAS is the exploration and development of ongoing opportunities to showcase and promote Canadian artists and music through vehicles such as The JUNO Awards and other year-round initiatives. For more information on the 44<sup>th</sup> Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences (CARAS) please visit [www.junoawards.ca](http://www.junoawards.ca) or [www.carasonline.ca](http://www.carasonline.ca).

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