

SiriusXM Canada to broadcast Fire Aid For Fort McMurray concert live

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#FireAid4YMM

Subscribers across the country to hear all-star lineup of Canadian talent on The Verge ch. 173

TORONTO, June 21, 2016 /CNW/ - **SiriusXM Canada** (TSX: XSR), the country's leading audio entertainment company, today announced it will be the official live broadcaster of *Fire Aid For Fort McMurray*, the major benefit concert being held on June 29 in Edmonton, Alberta to support the people in the City of Fort McMurray and the Regional Municipality of Wood Buffalo (RMWB) directly impacted by the recent fires in Alberta.

Starting at 4 pm (MT) on June 29, subscribers can tune in to the show live from Commonwealth Stadium on SiriusXM's *The Verge* (ch. 173). The incredible lineup of award-winning Canadian artists include: Nickelback, Blue Rodeo, City and Colour (solo), Corb Lund, Dean Brody, Barney Bentall, The Rankin Family, Dallas Smith, Brett Kissel, Randy Bachman with The Sadies, Ian Tyson, Alan Doyle and the Beautiful Gypsies, Dear Rouge, High Valley, Harlequin and Dustin Bentall.

"We have many loyal subscribers from Fort McMurray and the RMWB that were affected by the devastating fires," said John Lewis, SVP, Programming & Operations, SiriusXM Canada. "We're really proud to be a part of this benefit concert and to be able to give all of our subscribers across the country live access to what is going to be an amazing show for a very good cause."

Those subscribers who add **SiriusXM Internet Radio** access to their subscription can also listen on the SiriusXM App on smartphones and other connected devices, as well as at siriusxm.ca

Tickets for *Fire Aid for Fort McMurray* are available at ticketmaster.ca or charge by phone at 1-855-985-5000. For more information or to make a donation to the Fort McMurray United Way visit FireAid.ca.

For more information on SiriusXM Canada, please visit siriusxm.ca.

About SiriusXM Canada

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with approximately 2.7 million subscribers, is the country's leading audio entertainment company and broadcasts more than 130 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, MLB, 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 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 2,500 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at www.siriusxm.ca.

SiriusXM Canada has been designated one of Canada's 50 Best Managed Companies seven years in a row and is currently a Platinum Club Member, in addition to 2013, 2014 and 2015 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

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