

SiriusXM Canada to launch Blue Rodeo Radio

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Music from Blue Rodeo's entire catalogue, including a track-by-track of new album 1000 Arms

Exclusive broadcast of SiriusXM's Blue Rodeo concert at Revival Bar in Toronto

TORONTO, Nov. 9, 2016 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, today announced **Blue Rodeo Radio**, a limited-run channel to celebrate the legendary Canadian country rock band, starting November 11 on *The Verge* (ch. 173).

Blue Rodeo Radio will feature selections from across the band's vast catalogue, including a special track-by-track with band founders Jim Cuddy and Greg Keelor of their 14th studio album *1000 Arms*. The channel will also feature an exclusive first broadcast of the band's intimate SiriusXM concert, recorded live at Toronto's *Revival Bar* this past October, plus more SiriusXM interviews.

"We've loved making music for this long and we wouldn't be anywhere without our fans," said Jim Cuddy, Blue Rodeo. "Having a full channel dedicated to our music on SiriusXM for those fans to enjoy is pretty special and we're excited to be able to give them the opportunity to tune in."

"No one can dispute the importance of Blue Rodeo in the history of Canadian music," said Jeff Leake, Director, Music Programming, SiriusXM Canada. "Blue Rodeo Radio is really going to honour that and give our subscribers full access to all of their favourites, plus the new album and more."

Blue Rodeo's 14th studio album, *1000 Arms*, is available now digitally and on CD and vinyl through [BlueRodeo.com](#). The 12-track album was co-produced and engineered by Tim Vesely, a founding member of the Rheostatics.

Blue Rodeo Radio can be heard on *The Verge* (ch. 173) starting at midnight ET on Friday, November 11 through Monday, November 14. Those subscribers who add [SiriusXM Streaming](#) access to their subscription can also listen on the SiriusXM App and online at [siriusxm.ca](#). *Blue Rodeo Radio* will be available exclusively online from Tuesday, November 15 through Monday, November 21 on *Iceberg* (ch. 758) and On-Demand.

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 more than 2.8 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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