



The voice of live
music in Canada
La voix du spectacle
musical au Canada

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FOR IMMEDIATE RELEASE

MUSIC CANADA LIVE BECOMES THE CANADIAN LIVE MUSIC ASSOCIATION

Canada's national live music association, formerly known as Music Canada Live, is getting a new name and logo as we turn the calendar into 2019 and the 5th year of operations for this growing organization: The **Canadian Live Music Association**.

"This is an important milestone for our organization," said board chair Jesse Kumagai, "As Music Canada Live we were able to hit the ground running back in 2014 with great thanks to Music Canada for providing the support we needed to launch and grow as quickly as we did. Now, with over 200 members across the country and a clear mandate ahead of us, the time is right to establish our own distinct identity. Our new name and brand clearly reflect who we are and will strengthen our ability to advocate on behalf of our sector, our amazing members and deepen relationships our many valued partners."

In addition to the name change, Erin Benjamin – formerly the Executive Director, becomes the President & CEO (non-voting), a move acknowledging her role in setting the strategic direction of the organization in tandem with the board of directors. Ms. Benjamin's work will continue its focus on demonstrating the exponential value of live music for government and industry alike. "We have achieved a remarkable amount of success in a very short time," said Benjamin, "because live music is more important than ever, especially to artists. Our sector, in terms of Canadian music market revenues, is anticipating tremendous growth by 2021 and beyond. A robust association means a healthy industry. We are helping to tell the story of live music in this country by championing the work of our members, because when live music prospers, *everybody* benefits."

The Canadian Live Music Association represents concert promoters, festivals, talent agencies, venues, clubs, arenas, performing arts centres, ticketing companies, other organizations and suppliers to live music from across Canada. Its mission is to entrench the economic, social and cultural value of live music – creating the conditions for concerts to thrive, from coast to coast to coast.

For more information, please contact:

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