



The Canadian Live Music Industry Calls For Your Help

#ForTheLoveOfLive, show your support for your friends and neighbours working in the Industry that connects Canadians with extraordinary live music experiences.

All campaign details and assets are available at canadianlivemusic.ca/fortheloveoflive

OTTAWA, ON, February 9, 2021 – The people behind Canadian live music have launched an awareness campaign to bring attention to the damage COVID-19 shutdowns have caused Canada’s live music industry - the artists, festivals, venues, promoters, clubs, concert halls, arenas, talent agencies, unions, crew and many others working in the supply chain that connect Canadians with extraordinary live music experiences.

Today, the **Canadian Live Music Association (CLMA)** launches *#ForTheLoveOfLive* and is asking fans, industry and all those who miss live music to share their memories and support their friends and neighbours who make up this industry.

“Live music is a major economic driver across the country, and we know that Canadians will want to return to live music venues, when it is safe to do so,” **said Erin Benjamin, President and CEO of the Canadian Live Music Association.** “Real people in your community are at risk of losing their jobs forever. They need additional, ongoing targeted support from governments to ensure that when COVID measures are lifted, Canadians continue to have access to the artists and live music experiences they know and love.”

The CLMA has released a “[Live Music Recovery Plan](#)”, with key recommendations for the Federal Government, to help stem devastating losses.

The live events industry was one of the first to shut down, prioritizing the safety of artists, crews, and fans by cancelling or postponing thousands of events across the country. And with ongoing uncertainty, live events will be among the last to return. Since shutting down in March 2020, the industry has experienced a crippling 92% annual revenue loss.

“The venue ladder is a crucial part of building a fan base and maintaining a sustainable living as an artist. It’s been heartbreaking to watch beloved venues close where so many careers were

started and so many memories were made. When we are able to return to live performances, and it's safe to do so, support will be crucial to our artists and our stages.” said **Miranda Mulholland, JUNO nominated artist, Vice-Chair Massey/Roy Thomson Halls.**

Fans are encouraged to join the live music industry and support this campaign by sharing their favourite live music memories, concert videos, and photos on social media, using the #ForTheLoveOfLive hashtag. For more about the impact of the necessary COVID measures on the Canadian live music industry, fans are encouraged to visit canadianlivemusic.ca/fortheloveoflive

THE SITUATION IN NUMBERS:

Before March 2020, the Canadian live music industry created **72,000 jobs** and contributed approximately \$3 billion to the national GDP. Since March 2020 the industry has reported:

- **92%** average revenue loss;
- **64%** of the industry is at risk of permanent closure;
- **One in four** arts, entertainment, and recreation workers lost their job in 2020. That's **114,400** artists, technicians, marketing staff, arts administrators, and other cultural workers who could no longer earn a living out of their profession; Source: [Stats Can Labour Force Survey, employment by industry, Canada. Calculations by CAPACOA](#)
- **\$99M in GPP lost** due to the shutdown of music venues in Toronto alone (as of October 2020); Source: Re: [Venues, A Case and Path Forward for Toronto's Live Music Industry](#)
- **85%** of professional musicians agree that if they can't perform live, they will have a difficult time making a living; Source: [Crowded Out study commissioned by Music Canada](#)
- More live music venues are predicting to close, losing jobs and the future of Canadian Music. Source: [Coletto, D. Ross, M. \(Feb. 2021\). Live Music 2021: Where We Are and Where We're Going. Abacus Data for Music Canada.](#)
- View our crowdsourced venue closures list [here](#);
- Over three times as many individuals AND organizations report very high or high levels of stress and anxiety today (76% and 79%, respectively) as compared to before COVID-19 (26% and 25%); Source: [Prairie Research Associates, National Arts and Culture Impact Survey, January 2020. Survey of individuals and organizations conducted in November 2020,](#)
- The live music industry has been dramatically impacted by the pandemic – extending to musicians, live music venues, staff, crews, music festivals, and others. Canadians believe that these sectors/professions need support from governments to help recover from the pandemic; Source: [Coletto, D. Ross, M. \(Feb. 2021\). Live Music 2021: Where We Are and Where We're Going. Abacus Data for Music Canada.](#)

About Canadian Live Music Association

The Canadian Live Music Association (CLMA) is the voice of Canada's live music industry. Established in response to an identified need in the music industry, the CLMA represents the full spectrum of the live music sector, including concert promoters, festivals, talent agencies, venues, clubs, arenas, performing arts centres, ticketing companies, industry associations and networks, as well as suppliers to the sector. 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.



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For more information:

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