

**Exclusive Pre-Sale of The 2011 JUNO Awards in Toronto
available only at www.SeeTorontoNow.com**

TORONTO (January 26, 2011) – An exclusive pre-sale of a special block of tickets to The 2011 JUNO Awards broadcast is available for advance purchase starting **January 26**, 10 days earlier than other public sales. **The JUNO Awards** is Canada's largest and most established celebration of Canadian music. This year the Awards celebrate its 40th Anniversary -- recognizing four decades of musical excellence across all spectrums by Canadian artists.

Tourism Toronto is making the special pre-sale of tickets available as part of travel packages including hotel accommodations. More than 25 Toronto hotels are part of the pre-sale ensuring there is a wide range of service and price options available.

JUNO Awards attendees can also include tickets to special 40th Anniversary programming such as: **Juno Cup** at Ricoh Coliseum where musicians meet NHL Greats for an on-ice face-off; **JunoFest**, a two-night, multi-venue Canadian music festival; and the commemorative book, ***Music from Far and Wide: Celebrating 40 Years of the JUNO Awards***.

During **JUNO Week, March 21- 27, 2011**, the City of Toronto will be buzzing with music celebrations at every corner. There will be something for everyone, including live musical showcases and festivities featuring Canada's top talents and JUNO Award nominees; and it all culminates with a performance-packed The 2011 JUNO Awards broadcast on Sunday, March 27 live from the Air Canada Centre.

The special packages will be on sale from Wednesday, January 26 through Tourism Toronto at **www.SeeTorontoNow.com** and **1-800-499-2514**.

About CARAS and the JUNO Awards:

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 and recording industries and to contribute toward higher artistic and industry standards. The main focus of CARAS is the exploration and development of opportunities to showcase and promote Canadian artists and music through vehicles such as The JUNO Awards. For more information on the 40th Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences' (CARAS) website please visit www.junoawards.ca or www.carasonline.ca.

About Tourism Toronto

Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of more than 1,200 members established to sell and market the greater Toronto region as a remarkable destination for tourists, convention delegates and business travellers around the globe. Tourism Toronto operates in partnership with the Ontario Ministry of Tourism and Culture as Regional Tourism Organization 5. For more information please visit www.SeeTorontoNow.com.

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