



50 YEARS OF CELEBRATING CANADIAN MUSIC
& HONOURING THE ARTISTS & CREATORS WHO MAKE IT.
PERFORMANCES, AWARDS & MOMENTS REDEFINED. BRINGING US ALL TOGETHER.
ALL OUR SOUND.

1971 Toronto

FIRST

JUNO AWARDS TAKE PLACE
AT THE HISTORIC
ST. LAWRENCE HALL

250

INDUSTRY IN ATTENDANCE DINE
ON SANDWICHES MADE BY CO-
FOUNDER STAN KLEES' MOTHER

12

AWARDS HANDED OUT

From L to R: Pierre Juneau, Anne Murray,
Ray Mercey, Lloyd Mercey and Myrna Lorrie, 1971

JUNOS



INTRODUCTION

- ♪ Momentum is building
- ♪ COVID-19
- ♪ Move to May
- ♪ Working closely with stakeholders
- ♪ Awareness for live music sector
- ♪ Beacon of light / Source of hope





LEAD UP PROGRAMMING

♪ Objectives

- Work closely with CBC, City of Toronto, Province of Ontario
- Engage in a wide variety of audiences
- Build momentum to JUNO Week

♪ Programming Highlights

- JUNO Talks series
 - Stories from the Studio
- Junior JUNOS
- Archival Revival
- MusiCounts Town Hall
- MusiCounts Band Aid / Community Music Program
- JUNO FanFare*
- JUNOFest*

JUNO WEEK PROGRAMMING

- ♪ Programming Highlights
 - JUNO Talks series
 - Toronto Music City Strategy
 - JUNOS x Advanced
 - Stories from the Studio
 - Indigenous Artist Honouring Ceremony
 - JUNOS50 Industry Game Night
 - JUNO Comedy Show
 - JUNO Songwriters' Circle
 - JUNO Opening Night Awards
 - The JUNO Awards
- ♪ CBC Programming
 - Glenn Gould Studio
 - CBC Music Day



