

## MEDIA RELEASE

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# CKUA SONGWRITER-IN-RESIDENCE PROGRAM MAKES \$100,000 GRANT SHORTLIST

The CKUA Radio Network has been shortlisted for a new **\$100,000** grant as part of Pepsi's Refresh Project. CKUA has earmarked the funding to support a **Songwriter-in-Residence Program** which would mentor Alberta's junior songwriters. An **online voting** system, running **until April 30**, determines which North American not-for-profit organizations earn grants, ranging in value from \$5,000 to \$100,000; grant program finalists are announced May 1. CKUA supporters can vote for the Songwriter-In-Residence program daily at [www.refresheverything.ca/ckua](http://www.refresheverything.ca/ckua).

The CKUA **Songwriter-in-Residence Program** would strive to advance the careers of Alberta songwriters by providing them a nine-month residency to compose new music, starting in Fall 2011. Offering two residency positions, the program would support a mature singer-songwriter in the prime of his/her career and an emerging or developing artist. By the end of the residency, the songwriters will have written, composed and produced several songs, and, ideally, material for an album.

"I think the idea of the CKUA mentorship program is so cool because passing along ideas and experiences from person to person is part of a healthy community," says Alberta **singer-songwriter Ann Vriend**. "In any other profession, there would be time to mentor for free. In the music industry, there is already the *desire* to help other artists. It's just the reality of how busy an independent artist has to be to make a living: there just isn't a spare moment to catch your breath most of the time."

The \$100,000 grant would support the mentor and junior songwriters' salaries; office rental; accommodation meals, and transportation; music recording and production; marketing and promotion; and live performances. CKUA would choose Songwriters-in-Residence based on ability and enthusiasm for the Songwriter-In-Residence project.

Widespread arts funding cuts affect the artists and musicians who are most vulnerable. By increasing the presence of and opportunities for local musicians, CKUA hopes Alberta arts remain highly visible, increasing the possibility of increased future funding. Part of CKUA's focus is to support live music, as well as to promote and provide a forum for new musicians and new music. The Songwriter-In-Residence program would give emerging artists a leg up and help established artists give back to the community that fostered their careers.

**For more information about The CKUA Radio Network or its Songwriter-In-Residence program, please visit [www.ckua.com](http://www.ckua.com).**

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