

*For Immediate Release*

**Creative BC Announces Advisory Committee to Support BC Music Fund**  
*BC's music industry leaders propel growth plan across the province*

**VANCOUVER B.C. (June 2, 2016)** – Creative BC has appointed an Advisory Committee for the newly created BC Music Fund. The \$15 million grant, which was announced by Premier Christy Clark in February, will be administered by Creative BC to support economic development in the music industry.

The BC Music Fund will aim to support and promote various aspects of the industry, such as direct investment in BC's music industry, enhancing live music opportunities, stimulating the creation and retention of jobs and promoting BC's music on the national and global stage. The Committee is comprised of representatives from various areas of the music industry, and will act as an advisory body by providing input to Creative BC regarding the administration of the Fund.

Chaired by Creative BC CEO, Prem Gill, the Committee includes key industry professionals such as singer and artist, Bryan Adams, and manager to Canadian duo, Tegan and Sara, Nick Blasko.

"BC has a real opportunity to be an industry leader with the administration of the BC Music Fund," explains Gill. "Creative BC has reviewed areas that are in most need of funding and is ready to work with the Committee to ensure we maximize the potential of this sector."

Advisory Committee members include:

- Alex Cuba, Artist
- Amy Terrill, Music Canada
- Asha Bhat, Ministry of Jobs, Tourism and Skills Training
- Bruce Allen, Bruce Allen Talent
- Bryan Adams, Artist
- Catherine Runnals, Brand Live
- Nick Blasko, Amelia Artists Inc., Atomique Productions Ltd.
- Patrick Aldous, Music BC
- Prem Gill, Creative BC (Chair)
- Sarah Fenton, Watchdog Management

"Seeing our Province make such a significant investment really speaks to the value of music to our economy and culture," says Blasko. "The BC Music Fund will help the province compete on a national and international level."

Administration of the BC Music Fund, will focus on allocation to four streams: music company development, live music performance, tour support for BC artists to travel within and outside of Canada, and industry development. While the Advisory Committee is not a decision-making body, Creative BC and the Committee will further engage with the music industry for input in developing and refining programs under the Fund.

“The BC Music Fund is critical to the music industry in our province if we want it to flourish,” says Adams. “I look forward to working with the other members of the advisory board in making sure that the funding is well targeted.”

Over the next weeks, Creative BC will launch a funding program, as a pilot, in support of the sound recording sector. Additional grant programs will be developed throughout the summer and fall of 2016, as per the objectives outlined under the BC Music Fund. Creative BC, with the additional expertise of the Advisory Committee, will work with those across the music sectors to ensure funding is strategically allocated to grow and support this industry across the province.

“This advisory committee will give insight to Creative BC on how to develop and administer the BC Music Fund, and continue to produce, promote, and support some of the world’s top musical talent,” said Premier Clark. “The success people like Bryan Adams and Nick Blasko have enjoyed is a major asset for BC, and the artists who will benefit from their experience.”

“I want to thank everyone for dedicating their time to this newly appointed Advisory Committee for the BC Music Fund,” said Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour. “This group brings with them a wealth of experience and in-depth knowledge of the sector that will help ensure we are delivering programs that will further develop B.C.’s growing music industry.”

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### **About Creative BC**

Creative BC is an independent agency created and supported by the Province of BC to sustain and help grow BC’s creative sector (film and television, digital and interactive media, music, magazine and book publishing industries). The agency delivers a wide range of programs and services to expand BC’s creative economy. These include the administration of the provincial government’s tax credit programs for film and television; development funding and export marketing support; and motion picture production services to attract inward investment and market BC as a destination for domestic and international production. The agency acts as an industry catalyst and ambassador to help BC’s creative sector reach its economic and creative potential both at home and globally.

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Media Contact:

Lindsay Nahmiache

[lindsay@jivecommunications.ca](mailto:lindsay@jivecommunications.ca) / 604-889-7996