

\$15 MILLION BC MUSIC FUND LAUNCHES WITH SOUND RECORDING PILOT PROGRAM

Creative BC and the B.C. Government Roll Out Program Supporting Music Sector Growth

VANCOUVER B.C. (July 28, 2016) – The Sound Recording Pilot Program is the first official program to move forward under the new \$15 million BC Music Fund, supported by the Province of British Columbia and administered by Creative BC. The pilot program is designed to strengthen the province's sound recording industry and help BC studios attract Canadian and international business.

The Sound Recording Pilot Program provides eligible applicants up to \$75,000 to support British Columbia-based sound recording projects. Applicants will be evaluated on a first come, first served basis to the pilot's maximum of \$500,000, and can submit applications until November 30, 2016.

"British Columbia has become a hub for creation and innovation, and we are proud of the musical talent and technical expertise we have in our province," said Shirley Bond, Minister of Jobs, Tourism and Skills Training. "Creative BC's Sound Recording Pilot Program, funded as part of the BC Music Fund, will help increase sound recording activity in our province, and encourage more artists to produce their work here in British Columbia."

The pilot program will give Creative BC insight on opportunities to develop and grow additional programs in the areas of music company development, live music performance, distant location tour/export market development and industry development.

"Creative BC has worked closely with the Province to launch the BC Music Fund," says Prem Gill, CEO, Creative BC. "We have an immense amount of talent in the province's music industry, and, through the administration of this fund, we hope to showcase this domestically and globally."

Eligible applicants' primary business activities must be in the music industry, including record labels, music publishers, music managers and artist entrepreneurs. All recording activities under the new pilot must take place in British Columbia at B.C. facilities.

"Thanks to the Province and the BC Music Fund, artists and British Columbia's music industry will be able to record music and realize new opportunities that were previously out of reach," noted Bryan Adams, musician.

In February 2016, Premier Christy Clark announced \$15 Million for a BC Music Fund to support the music sector's ability to diversify B.C.'s economy, stimulate foreign direct investment, enhance music tourism, create and retain jobs, and increase industry activity in B.C.'s regions.

For guidelines, application materials and to register for Creative BC's information sessions on the Sound Recording Pilot Program, visit <http://www.bcmusicfund.com>.

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, and 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.

The logo for Creative BC, featuring the word "creative" in a lowercase, pink, sans-serif font, followed by "BC" in a larger, bold, pink, sans-serif font.

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