



**FOR IMMEDIATE RELEASE**

**DEANE CAMERON, PRESIDENT OF EMI MUSIC CANADA  
TO RECEIVE WALT GREALIS SPECIAL ACHIEVEMENT AWARD**

*Canadian Music Ambassador, Member of the Order of Canada and Anti-Piracy Advocate to be honoured at 40<sup>th</sup> Annual JUNO Awards*

Toronto, ON (November 24, 2010) -- The Canadian Academy of Recording Arts and Sciences (CARAS) is pleased to announce **Deane Cameron**, President, EMI Music Canada, as the recipient of the 2011 Walt Grealis Special Achievement Award. Cameron made history in 1988 when he became the youngest Canadian President of a major music label, EMI Music Canada, and has since been a premier voice for the advancement of Canadian artists and the music industry. He will be honoured at the 2011 JUNO Gala Dinner & Awards held in Toronto, ON, this coming March.

"To be recognized by my peers for doing a job that I love so much is a great privilege. Canada continues to have a thriving music industry and a wealth of incredible new talent that keeps me just as excited to be a part of this industry today as I was when I first began. In accepting this honour, I take immense pride representing the EMI Music Canada family - including staff, artists and associated labels, who are the most important part of any success that I have enjoyed," says Cameron.

"Deane Cameron is one of Canada's most valuable ambassadors of the music industry today, and of the past three decades for that matter." said Melanie Berry, President & CEO of CARAS. "His ongoing dedication to both CARAS and MusiCounts is unsurpassed. He is extremely deserving of this honour."

Deane Cameron has devoted much of his career to the development of EMI Music Canada and has been integral to the success of such Canadian artists as Anne Murray, Tom Cochrane, Red Rider, The Rankin Family, Prism, Rita MacNeil, Stompin' Tom Connors, Susan Aglukark, Alfie Zappacosta, The Moffatts, Buffy Sainte-Marie, Glass Tiger, Luba, Moist and most recently Nickelback, Serena Ryder, Johnny Reid and k-os to name a few. He has championed Canadian talent internationally helping many of the aforementioned artists break in other countries, including many associated label artists like April Wine and Corey Hart.

Equally Cameron has pushed hard developing International artists here, often enabling them to conquer Canada before other major markets. Through this dedication he has built strong relationships with some of the biggest artists in the world such as Iron Maiden, Kate Bush, Keith Urban, Sarah Brightman, Coldplay, Norah Jones, Bob Seger, Damon Albarn (Gorillaz, Blur, TGTB&TQ), Duran Duran, Richard Marx, Tina Turner, Pet Shop Boys and Radiohead. As a persistent and passionate leader in the recording industry, he's a longstanding supporter of the arts and culture of Aboriginal communities in North America, and is highly regarded for his advocacy of anti-piracy initiatives and the revision of copyright laws.

Along with the JUNO Awards, Cameron is celebrating 40 years in the industry. His remarkable career started when he was a drummer in the band Harvest with schoolmate Tom Cochrane. Then while still in his teens, he got his first job in the industry working in the warehouse at EMI Music Canada. From there he worked in various music-related jobs including a position as product coordinator for an independent music distribution company (GRT) that represented many international record labels in North America, including Virgin, Island, ABC Records and Sire.

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Over the years, Cameron continued to gain a wealth of experience in the music industry before re-joining EMI Music Canada in 1977 as Manager, Talent Acquisition. His reputation for having a spot-on artistic intuition and keen ear quickly helped him climb the ranks to Director and eventually Vice-President. To this day he continues to play a very hands on role to artist signings and development and has gained much respect from the artist community.

In 1988, Cameron became the youngest Canadian President of a major music label and has since guided EMI Music Canada to record results and expansion in the areas of manufacturing and local music development through the EMI/Virgin Canadian Artist Rosters. Over the years he has encouraged and mentored many of the industry's finest creative and business minds. He was at the forefront of developing distribution of Canadian independent labels which now has become an essential and prosperous part of the business. In earlier days Cameron signed labels like Anthem, Aquarius and Nettwerk and is still directly involved in EMI's exciting partnerships with current labels such as Arts & Crafts, Secret City Records and CP Records.

Deane Cameron was made a Member of the Order of Canada in 2010 for his contributions to arts and music, allowing him to join a very select and prestigious group of Canada's most treasured and regarded citizens. Cameron has served on the Board of Directors of The Canadian Academy of Recording Arts and Sciences (CARAS) for 14 years, and played a key role in the development of MusiCounts, Canada's music education charity. He continues to serve on the Board for CRIA and the Canadian Country Music Association (CCMA). In 2000, proud of the company's heritage, Cameron spearheaded the creation of the hard cover book 'Fifty Years of Music - The Story of EMI Music Canada.'

**For more information about the Walt Grealis Special Achievement Award, go to [www.junoawards.ca](http://www.junoawards.ca).**

Sponsors of the 2011 JUNO Awards include FACTOR, Canada's Private Radio Broadcasters and The Government of Canada through the Department of Canadian Heritage's "Canada Music Fund," and Radio Starmaker Fund, Ontario Media Development Corporation (OMDC), The City of Toronto, Tourism Toronto, and funding partner Ontario Cultural Attractions Fund.

**About CARAS:**

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](http://www.junoawards.ca) or [www.carasonline.ca](http://www.carasonline.ca).

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