



Thinking of mom

Steven West put the finishing touches on a Mother's Day card in his M.Z. Bennett special education class. The card has a promise on it which says Steven will water the dog and clean out the fish tank. (Herald photo)

Ontario-based musicians receive promotion cash

Toronto - New Canadian talent is looking to break into the lucrative American and international recording market at the 11th annual New Music Seminar (NMS), to be held July 14-18 in New York.

To help them gain a foothold in the US industry, Ontario Culture and Communications Minister Christine Hart today presented the Songwriters Association of Canada with a cheque for \$40,000 for the promotion of Ontario-based musicians.

"The promotional efforts in New York are two-fold," said Ms. Hart. "One is to make the international music community aware of the range and depth of talent available in Canada. The second is to provide our artists with the opportunity for one-on-one meetings with international labels and management. Together, they give our talent an opportunity for development within the industry."

A special compact disc featuring 39 Canadian artists (28 Ontario-based) will be produced by the Songwriters Association of Canada and Intrepid Records. Indie Can '90 will then be distributed at NMS.

North America's largest trade fair for the recording industry. Over 8,000 industry people are expected to attend this year's seminar, including record company executives and producers from over 20 countries.

"In the past five years, the New Music Seminar has opened doors to the international market for such innovative recording artists as The Pursuit of Happiness, Cowboy Junkies, Mary Margaret O'Hara and Chalk Circle," said Ms. Hart. "Many countries now look to Canada and Ontario for fresh ideas and talent."

The Ministry of Culture and Communications (MCC), together with Communications Canada, External Affairs Canada and the Canadian Consulate General in

New York, are supporting the production of a Canadian promotional package.

The provincial grant is a joint project of MCC's Cultural Industries and Agencies branch and the "Arts ABroad" program of the ministry's Arts Branch. The production of Indie Can '90 and two other activities associated with NMS are being funded: a reception in New York where four Canadian groups will be showcased; and the production of a brochure describing the event.

PHOTO REPRINTS
appearing in The Herald
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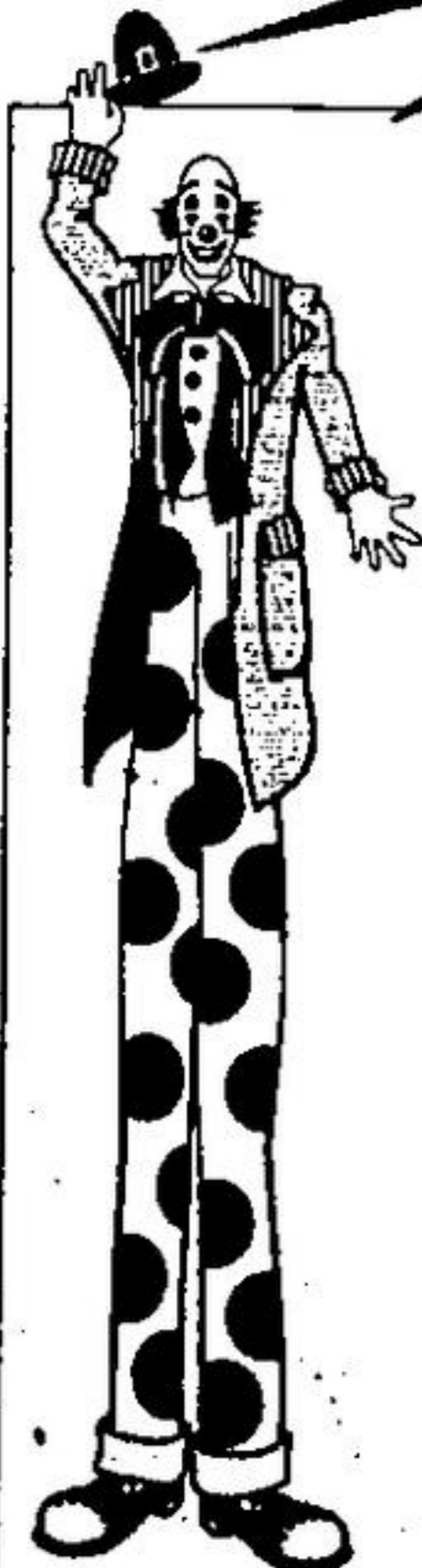
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