



Atlantic Canada  
Opportunities  
Agency

Agence de  
promotion économique  
du Canada atlantique

Canada

## NEWS RELEASE

1801 Hollis Street, P.O. Box 2284, Station C, Halifax, NS B3J 3C8  
70 Crescent Street, Sydney, NS B1P 6T7

### Cape Breton's Emerging Musicians To Cultivate New Audiences

Cape Breton Music Industry Cooperative to help emerging artists advance their careers and create international export opportunities



*Left: Award-winning rocker Carmen Townsend of Sydney performs at the Sydney Credit Union Makin' Waves Festival in 2016 (Photo by Jenni Welsh). Right: Pretty Archie, performing for the Cape Breton Hour at 2018 ECMA/Radio ECMA Live, pushes the genre lines of folk, bluegrass, country and blues (Photo by Duane Nardocchio).*

June 25, 2018 – Baddeck, NS – Atlantic Canada Opportunities Agency

Cape Breton is world-renowned for its deeply rooted musical culture. When these gifted musicians, singers and songwriters showcase their talents across the country and abroad, it generates wealth here at home. That is why the Government of Canada is contributing \$358,050 over a two-year period to [Cape Breton Music Industry Cooperative \(CBMIC\)](#). The industry association will continue assisting local performers with business development opportunities to accelerate their careers and strengthen ties between Atlantic Canada and global markets.

The Honourable Mark Eyking, Member of Parliament for Sydney-Victoria, made the announcement today, on behalf of the Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for the [Atlantic Canada Opportunities Agency \(ACOA\)](#). The non-repayable contribution is being made through ACOA's [Business Development Program](#). The Province of Nova Scotia is also contributing \$60,000 to the project over three years through its Department of Communities, Culture and Heritage.

This funding enables CBMIC to provide emerging artists with the skills, knowledge and networks they need to successfully market their work internationally and secure performance opportunities. Training and career support services include export development programs, professional skills workshops, networking opportunities, and one-on-one advice. Strengthening Cape Breton's music industry encourages young performers to see music as a viable career option and remain in the region.

Follow us on Twitter: @ACOACanada ([twitter.com/acoacanada](https://twitter.com/acoacanada))

[www.acoa-apeca.gc.ca](http://www.acoa-apeca.gc.ca)

This investment builds on commitments made by the Government of Canada and the four Atlantic Provinces to drive economic growth in the region through the [Atlantic Growth Strategy](#), which involves targeted actions to stimulate Atlantic Canada's economy, including investing in key projects that support long-term growth and position the region to capitalize on emerging opportunities.

## Quotes

“The Government of Canada is committed to supporting our cultural and creative sector. Industry associations, such as the Cape Breton Music Industry Cooperative, foster and support product development, mentorship and education in the music industry. By providing artists with the tools and resources they need to achieve national and global recognition, we are making an investment in our export capacity and in our creative economy.”

- *The Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for ACOA*

“Our music is an example of the authentic cultural experience visitors seek. Strategic government investments will help enhance tourism growth and generate valued activity in the local economy. Our developing artists will ensure that music remains integral to the fabric of Cape Breton Island for generations to come, strengthening the middle class and creating economic prosperity for all.”

- *Mark Eyking, Member of Parliament for Sydney – Victoria*

“Nova Scotia’s creative industries, including our talented musicians, singers and songwriters, have a proven track record for being competitive in global markets. Investing in our vibrant and distinct culture sector ensures that our creative industries are well positioned for growth and export. In addition to being a significant contributor to our economy, the sector helps build healthy, diverse and vibrant communities across the province. Through investments like this, we are building on this momentum, and working to take the exporting of Nova Scotia’s culture sector to the next level.”

- *The Honourable Leo Glavine, Minister of Communities, Culture and Heritage, Province of Nova Scotia*

“CBMIC has been working hard to further develop the music industry in Cape Breton. With this funding, CBMIC will present industry workshops/training, showcase artists nationally and internationally, and support artists in developing new products enabling Cape Breton Island to maintain its role as a leader in Canada’s creative economy.”

- *Jennifer Currie, Chair, Board of Directors of the Cape Breton Music Industry Cooperative*

## Quick Facts:

- CBMIC is a not-for-profit organization developed to grow and support Cape Breton’s music industry. It is run by a volunteer board and currently has 246 registered members.
- In 2017, Cape Breton music was rated fourth of 19 in top visitor experiences on the Island, according to Destination Cape Breton Association.
- From April 2018 to April 2020, CBMIC plans to assist 120 artists and/or industry professionals to attend its workshops either online or in person.

## Contacts

Alex Smith  
 Director of Communications and  
 Outreach  
 Atlantic Canada Opportunities  
 Agency  
 Phone: 902-426-9417 /  
 902-830-3839 (cell)  
 E-mail: [alex.smith@canada.ca](mailto:alex.smith@canada.ca)

Lynette MacLeod  
 Media Relations Advisor  
 Communities, Culture and  
 Heritage  
 Cell: 902-229-0785  
 Email:  
[lynette.macleod@novascotia.ca](mailto:lynette.macleod@novascotia.ca)

Duane Nardocchio  
 Operations Manager  
 Cape Breton Music Industry  
 Cooperative  
 Phone: 902- 577-2547  
 Email: [info@cbmic.ca](mailto:info@cbmic.ca)