



FOR
IMMEDIATE
RELEASE

**CANADA'S WALK OF FAME, IN PARTNERSHIP WITH RBC,
ANNOUNCE THE
'EMERGING ARTIST MENTORSHIP PRIZE'**

New program designed to inspire and support young, gifted Canadians

(Toronto, ON) October 16, 2012 – Canada's Walk of Fame and National Premier Partner RBC today announced the launch of the inaugural *Emerging Artist Mentorship Prize* as part of the Canada's Walk of Fame Emerging Artists Programs. Inspired by last year's hugely successful *A Song for Canada Competition*, the new initiative aims to inspire and support the next generation of gifted Canadian superstars.

"Canada's Walk of Fame has established some wonderful relationships with successful Canadians. We now have the opportunity to introduce gifted Canadians to them and give them a chance to work and be mentored by them," **said Peter Soumalias, Founding Director, Canada's Walk of Fame.** "We can't predict the outcome of their career or promise fame and fortune, but we do recognize the importance of giving these young Canadians a chance to share their talent and be inspired by those that have been where they want to go."

This year's first annual *Emerging Artist Mentorship Prize* will focus on the world of music, calling all aspiring and talented musical superstars to visit www.canadaswalkoffame.com for details on eligibility and submission requirements.

"As a longtime sponsor of the arts and partner of Canada's Walk of Fame, RBC is proud to support this award that recognizes up and coming Canadian artists," **said Andy Shibata, Head of Brand Marketing, RBC.** "We believe it is important to identify, nurture and reward the next generation of Canadian talent and provide these artists with internships, mentorships and recognition programming that will help them succeed in the professional world."

Chosen by a selection committee and announced late spring 2013, the winner will receive:

- A cash prize of \$25,000
- Performance opportunities offering the winner the chance to perform at major venues and open for established artists
- Twenty (20) hours of private studio time at Metalworks Studio with an appointed producer, periodically mentored by Rik Emmett and Gil Moore from Triumph
- Ten (10) hours of studio time in The Tragically Hip's private studio, mentored by Gord Sinclair
- Introductions to agents, managers, music executives as well as entertainment lawyers
- Value of the prize approximately \$100,000.00 CAD



Deadline for submissions is **April 30, 2013**. To be eligible for this year's Emerging Artist Mentorship Prize, an accredited school or institution must sponsor the candidate. To qualify:

- Candidates must be currently enrolled in an accredited school or institution within Canada
- The nomination must come from an administrator at the school in which the candidate is currently enrolled
- Candidates must submit a maximum 60-second video or audio file, of a musical or vocal performance via YouTube in one of the following formats: WebM files, .MPEG4, 3GPP, MOV files, .AVI, .MPEGPS, .WMV, .FLV.
- Anyone under the age of 18 must have consent by a parent or legal guardian in order to participate, should they be selected.

About Canada's Walk of Fame

Established in 1998, Canada's Walk of Fame (CWOFF) aims to educate, inform, and inspire through the permanent celebration of achievements in Canadian music, sport, film and television as well as the literary, visual and performing arts, and science and innovation. In 2010, CWOFF expanded to include a festival of music, comedy and film featuring some of Canada's most popular and iconic performers. The annual celebration culminates in a televised awards special that honours Canada's finest stars from the worlds of arts, entertainment and sports. Each inductee is immortalized, their names forever cemented into the sidewalks of Toronto's Entertainment District. For a complete list of inductees along with more information on Canada's Walk of Fame visit: www.canadaswalkoffame.com.

About RBC and the Arts

RBC sponsors a wide-range of grassroots and local initiatives that contribute to the cultural fabric of our communities. Proud to support events and passions that resonate with our clients, RBC provides opportunities for up-and-coming artists through programs such as the RBC Canadian Painting Competition; the RBC Emerging Visions Program; and the RBC Emerging Filmmakers Competition, part of our commitment to the world's top public film festival – the Toronto International Film Festival®. As one of North America's leading diversified financial services companies and among the largest banks in the world, as measured by market capitalization, RBC employs approximately 80,000 full- and part-time employees who serve more than 15 million personal, business, public sector and institutional clients through offices in Canada, the U.S. and 51 other countries. For more information, please visit rbc.com.

-30-

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