

FOR IMMEDIATE RELEASE

## **Canada's Music Incubator's Artist Manager Bootcamp to Visit Windsor-Essex**

### **Free Professional Development and Mentorship for Artist Managers, Self-Managed Artists and Transitioning Music Industry Professionals**

**Windsor-Essex County, Ontario, Wednesday, April 20, 2016** - Canada's Music Incubator is partnering with the WindsorEssex Economic Development Corp and Small Business Centre (June 25 & 26) to host the Artist Manager Bootcamp.

"This is a tremendous opportunity to sharpen our focus on the Music Industry in Windsor-Essex. We know that through studies that have been done music and culture in general has the potential to make a significant economic impact in regions that work towards fostering growth in these sectors. The Bootcamp is the first step that will continue with a Roundtable in July and strong collaboration between other community stakeholders already doing incredible work with our regions up and coming artists." said **Rakesh Naidu, Interim CEO of WindsorEssex Economic Development Corp.**

The bootcamp will be FREE and run Saturday, June 25 (9am-6pm) and Sunday, June 26 (9am-3pm) with the objective of providing customized, hands-on and high-level mentorship to a maximum of 15 pre-selected music artist managers, self-managed artists or transitioning industry professionals.

"CMI is excited to share our cumulative expertise and experience with communities and individuals across the province," says **Vel Omazic, Executive Director, of Canada's Music Incubator.** In addition to helping these cities build the capacity to better serve and retain their respective artist communities, we will also be providing ongoing connectivity to our organization and the music industry at large."

Bootcamp activities and topics will include: One-On-One Mentorship, Running Your Business, Pitching, Negotiating, Networking, Touring, Marketing, Funding, Team Building, Publicity, Contracts and more.

**Sabrina DeMarco, Executive Director of the Small Business Centre added** "We are very excited in the aspect of educating our educators and we already know that there is infrastructure in place to help artists develop their brand and business. Our goal is to make those resources more readily available and make sure our small business advisors are prepared to help artists navigate and understand the concepts, ideas and develop business acumen in the music industry, creating sustainability and stability for our music managers and self-managed musicians.

**For more information on the requirements to be eligible for the Bootcamp and to submit an application please go to:**

<http://www.canadasmusicincubator.com/bootcamps/>

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