

Media Release

June 22, 2016

WindsorEssex Economic Development Corporation and Canada's Music Incubator Launch the Artist Manager Bootcamp

Windsor-Essex, Ontario, Canada – Wednesday, June 22, 2016 - The WindsorEssex Economic Development Corporation is pleased to launch the **Artist Manager Bootcamp** previously announced in April of this year. The bootcamp is taking place on Saturday, June 25 and Sunday, June 26 at the Phog Lounge, one of the regions most famed live music venues. The Corporation will host a Meet and Greet event on **Friday, June 24th from 7:00 pm to 9:00 pm at Craft Heads Brewing Company** for representatives from Canada's Music Incubator (CMI) and the ten pre-selected local music artist managers, self-managed artists and transitioning industry professionals.

The bootcamp participants selected by CMI will have the opportunity to learn from top industry professionals this weekend and receive ongoing support from CMI. The immediate opportunities for artist managers and self-managed artists attending the bootcamp include meeting one another, creating business partnerships and developing a local support network. Additionally, the participants have the opportunity to access an expert level of industry knowledge and experience, and establish a connection with the music industry in Toronto without having to relocate.

Vel Omazic, Executive Director of Canada's Music Incubator said, "We are thrilled to be bringing the bootcamp to Windsor-Essex. Simply put, it's important for an Economic Development Agency to support the music industry because it is a proven economic driver, it's also very important to remember that artists, songwriters, producers and studios, among others, are start-up small businesses themselves, not unlike any other."

Nicole Barron, Musical Artist (selected by CMI to participate in the bootcamp) stated, "What I'm hoping to get out of this course is to fill the gaps, to see business lessons that I've learned in the "outside world" applied in this setting. I believe we (self-managed artists and artist managers) need to support and look out for one another. Our collective success will help to stabilize our industry and make each of us more successful. We need to take cues from other industries such as: mentoring others and building invaluable networks builds synergy and improves everyone's level of success. Offering independent artists a free business course like this one that is specific to their industry is just a smart thing for a community to do."

"The WindsorEssex Economic Development Corporation sees the bootcamp as part of a much larger conversation and strategy towards the music industry in our region," added **Rakesh Naidu, CEO (Interim) of the WindsorEssex Economic Development Corporation**. "We will hold a second roundtable with community partners and key stakeholders in the next month with the goal to form an official committee to act as a steering body for strategy development, fundraising, policy recommendations and advocacy. We want to help the many individuals working hard to bring the music sector into the region's forefront to collaborate and pool all of those resources to strengthen what's already here."

More about CMI <http://www.canadasmusicincubator.com/bootcamps/>

The media are invited to attend the Meet and Greet event on Friday, June 24 from 7:00pm to 9:00pm at Crafts Head Brewing Company at 89 University Ave West.

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