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# News Release

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FOR IMMEDIATE RELEASE  
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## Government of Canada and Province of Manitoba Invest in Manitoba's Music Industry

**Winnipeg, Manitoba** – An investment by the Governments of Canada and Manitoba will support a four-year initiative aimed at helping Manitoba's music industry access international markets, and assist local industry professionals in gaining market share for their products and services.

"Manitoba Music is considered to be the hub of our province's vibrant music community," said Peter Bjornson, Minister of Entrepreneurship, Training and Trade. "The funding we are providing today will assist the industry in reaching its potential."

"This funding will help Manitoba's thriving music industry to grow and compete both in Canada and internationally, creating new jobs and opportunity for our communities," said Shelly Glover, Member of Parliament for Saint Boniface, on behalf of the Honourable Lynne Yelich, Minister of State for Western Economic Diversification.

The Governments of Canada and Manitoba are investing \$1.8 million toward this project under the Canada-Manitoba Western Economic Partnership Agreement (WEPA). This funding will enable the industry association, Manitoba Music, to help music companies increase their international market share and strengthen their capacity to respond to challenges and seize opportunities resulting from the digital economy.

"Manitoba is known internationally for producing ground-breaking artists and music companies," said John Kendle, Manitoba Music's Board President. "We would like to thank the Government of Canada and the Province of Manitoba for continuing to recognize the strength and value of Manitoba's music industry. Their partnership will allow us to offer new and innovative programming to bolster the activity of our industry, increase the capacity of our companies, and ensure that Manitoba music reaches beyond our borders."

Through this new project, Music Manitoba will become the export development agent for the industry, providing a range of supports to help their members market products and services worldwide. Manitoba Music will also provide management consulting services on strategic planning, help diversify the industry's products and services, and address skill shortages through programs to mentor new employees.

The project will contribute to the long-term viability of Manitoba music companies by providing them with tools to become more competitive and building their capacity to adapt to the changing global music business environment.

Under the Canada-Manitoba Western Economic Partnership Agreement, Canada and Manitoba are contributing \$25 million each, over four years, to strengthen economic activity and improve the quality of life in western Canadian communities.

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