



## GLOBAL ANNOUNCES NEW BROADCAST PARTNERSHIP WITH CANADIAN COUNTRY MUSIC ASSOCIATION®

37<sup>th</sup> Annual *CCMA Awards* to Air Live on Global  
Sunday, September 8 at 9 p.m. ET/PT

New *CCMA Awards* Programming Includes Exclusive *ET Canada* Red Carpet Show and Return of Entertainer of the Year Award

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### For Immediate Release

**TORONTO, April 11, 2019** – Today **Global** proudly announced a new broadcast partnership with the **Canadian Country Music Association**® (CCMA). The partnership begins immediately with preparations underway for the 37<sup>th</sup> annual *CCMA Awards* broadcast live from Calgary's Scotiabank Saddledome, airing exclusively on Global **Sunday, September 8 at 9 p.m. ET/PT.**

"Global is proud to partner with the Canadian Country Music Association to deliver Canadians a compelling, star-studded evening celebrating country music in Canada," said Lisa Godfrey, Vice President of Original Content, Corus Entertainment. "Our commitment to Canadian content prospers with partnerships like this and we can't wait to put the power of Global behind the *CCMA Awards*, delivering Canadians a premium, multi-platform entertainment experience available on any screen."

As the exclusive multi-year broadcast partner for the *CCMA Awards*, Global's entertainment powerhouse *ET Canada* will produce a live, 30-minute red carpet show, bringing Canadians closer than ever to Canada's biggest night in country music. Set to stream live on multiple platforms from Calgary's Scotiabank Saddledome, the special will be hosted by *ET Canada*'s Cheryl Hickey and *The Morning Show*'s Jeff McArthur. Featuring interviews with country music's top names, Global will announce additional details about *ET Canada*'s red carpet show, including where and when to watch, at a later date.

"We are thrilled to have Corus Entertainment as the official broadcast partner for the CCMA. Corus has demonstrated such a passion for our genre and our television property," said Tracy Martin, President, CCMA. "As we continue to evolve the CCMA's from a stand-alone broadcast into a media property that supports Country Music throughout the year, Corus' enthusiasm to activate across all of their platforms – *ET Canada*, country radio, *The Morning Show*, specialty channels and digital properties – is incredibly exciting for us."

The CCMA also announced details surrounding the return of the **Entertainer of the Year Award** today. Established to be the highest honour for a Canadian act (solo, duo or group) who displays the greatest competence in all aspects of the field, this award will speak directly to an artist's overall impact to the Canadian country music industry. **The award will be presented for the first time in more than 30 years on the 2019 *CCMA Awards* broadcast.**



“With our friends at Corus and our production partners at Notable Life, we look forward to providing incredible entertainment programming that brings fans the best that country music has to offer during Country Music Week and on the *CCMA Awards*,” said CCMA Board of Directors Chairman, Ted Ellis.

Additional details around the 2019 *CCMA Awards* will be announced in the coming weeks, including ticket on-sale date, host announcement, and more.

For the latest CCMA news, follow along on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#) or visit [www.ccma.org](http://www.ccma.org).

For more information about Global and its entire schedule, visit [GlobalTV.com](http://GlobalTV.com). To stream Global live or watch full episodes and exclusive clips, download the [Global TV App](#), available on Apple TV, iOS, Google Chromecast, and Amazon Fire TV.

- 30 -

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#### **Global is a Corus Entertainment Network.**

##### **About Corus Entertainment**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. The company’s portfolio of multimedia offerings encompass 37 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is also an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children’s book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. Corus’ roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic,

Disney Channel Canada, YTV and Nickelodeon Canada, Global News, Globalnews.ca, Q107, Country 105, and CFOX. Visit Corus at [www.corusent.com](http://www.corusent.com).

**About the Canadian Country Music Association (CCMA)**

Established in 1976, the CCMA is a membership-based, not-for-profit organization committed to the promotion and recognition of Canadian country music. Built upon the foundation to educate, elevate and celebrate Canadian talent, the CCMA progressively heralds the spirit, community and creativity that country music fosters through year-round initiatives, culminating every fall with Country Music Week and the Canadian Country Music Association Awards. Sponsors of Country Music Week and the 2019 CCMA Awards Show include FACTOR, Canada's Private Radio Broadcasters and the Government of Canada through the Department of Canadian Heritage's "Canada Music Fund", Radio Starmaker, the Government of Alberta, The City of Calgary and Tourism Calgary.

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