



Presented by TD CANADA TRUST

SONGWRITERS' SWAG BAG ROCKS!

PRESENTERS, PERFORMERS AND INDUCTEES AT THE 4TH ANNUAL CANADIAN SONGWRITERS HALL OF FAME GALA RECEIVED EXCLUSIVE GIFT BAGS FILLED WITH MERCHANDISE FROM MAC, DIRT DEVIL, ZIP CAR AND SENNHEISER CANADA INC.

FOR IMMEDIATE RELEASE – TORONTO – xxxx – At the Canadian Songwriters Hall of Fame 4th Annual Gala, inductees, performers and presenters received an exclusive gift bag full of luxury gifts, valuable merchandise and practical items.

The highlight of the gift bag was the newly released Dirt Devil KONE, designed by international design sensation Karim Rashid, whose other works include designs for Method and Umbra. The merchandise was packaged in a functional and stylish Northern Reflections bag designed to make carrying it home a snap.

Other Gift Bag Highlights Include:

- MAC Cosmetics Gift Set
- Chopin Vodka
- Hair styling products from Schwarzkopf *Professional*
- Earphones with patented "Basswind" from Sennheiser Canada
- Membership to ZIP CAR and much more...

If you didn't have a chance to catch the Gala live, CBC Television will broadcast *Words to Music: The Canadian Songwriters Hall of Fame* on Monday, March 5 at 8 pm (8:30 pm NT), including musical salutes by James Taylor, Michael Bublé, Measha Brueggergosman, David Clayton-Thomas, Corb Lund and George Canyon with special appearances by Herbie Hancock and Modern Era inductee Joni Mitchell. Encore broadcasts of the show will air on CMT Canada.

2007 Canadian Songwriters Hall of Fame Gift Bags Are Courtesy Of:

Chopin Vodka

The world's first and only luxury Potato Vodka.

www.charton-hobbs.com

EMI Music Canada

From the days of gramophones to today's digital media, EMI Music has been in the entertainment business more than a hundred years. From the Beatles to Norah Jones, EMI sells hundreds of thousands of music products to music lovers worldwide each day.

www.emimusic.ca

Dirt Devil Kone

The Dirt Devil KONE is a cordless hand vacuum unlike any you've seen. Dirt Devil had famed product designer Karim Rashid create an elegant, sculptural form that can be left on display - on your table, shelf, or counter. That way, your hand vac will always be charged. Always ready. No more searching a closet only to find an unplugged unit. KONE, It's the new shape of clean.

www.dirtdevil.com

FLARE Magazine

Flare is Canada's best selling and most popular fashion and beauty magazine featuring the latest in fashion, beauty, fitness & entertainment.

www.flare.com

Inside Entertainment Magazine

Inside Entertainment Magazine delivers the latest breaking news and information on the latest entertainment news, gossip and more.

www.insideonline.com

MAC Cosmetics

M·A·C Cosmetics honours the beauty in everyone - all races, all sexes, all ages. Upholding the rights of everyone for creative self-expression, M·A·C offers an extraordinary collection of professional quality cosmetics. Beyond a brand, M·A·C is a culture that extols the provocative, and upholds high style, while staying real. It's efforts on behalf of AIDS, cruelty-free testing, and recycling programs remain an integral aspect of the culture, ethos and identity of M·A·C.

www.maccosmetics.com

Mirror Mints

We searched the world for the best mint...now we make it. We sought out the best tin in the world...we couldn't find it...we had to invent it! These calorie-free, tasty mints are made with Splenda, but the best part is the mirror inside!

www.littlei.com

Northern Reflections

Northern Reflections is the destination for comfortable, versatile women's apparel with unique styling that meets her casual and dressy casual needs. Our product is presented in a visually appealing, easy to shop, customer-focused environment.

www.northernreflections.com

Roots Canada

Established in 1973 as a natural footwear company, Roots is today Canada's leading lifestyle brand known around the world for its wide range of quality leather goods, clothing and accessories. Roots now has more than 125 stores in Canada and the United States along with 20 locations in Asia. In addition, Roots has a state-of-the art leather goods factory and design centre in Toronto.

www.roots.com

Schick Quattro Titanium Razor

The Power of 4, Titanium Interlayer Coating ensures excellent shave performance. Optimized Blade Span - Allowing for better skin flow while shaving.

Schick Quattro Titanium's Glide Strip with Aloe & Vitamin E enhances the glide of the cartridge over the skin.

www.schickquattro.com

Schick Quattro For Ladies

Hold on, ladies, for the time of your life! They're introducing the first 4-blade high performance razor with a sturdy metal handle. It was designed with multiple finger points for the 6 most popular grips. The Schick Quattro, for women, has a close smooth shave - so why would you settle for less?

www.quattroforwomen.com

Schwarzkopf Professional

Schwarzkopf Professional's luxurious SEAH Hairspa provides the ultimate in hair pampering. Formulated with microfine crystal particles, luxurious hydration and radiant shine is delicately restored to dehydrated hair.

www.schwarzkopf-professional.com

With OSiS life is never dull – this styling collection from Schwarzkopf Professional is used backstage at international catwalk shows, reveling in the extraordinary! OSiS Freeze super hold hairspray gives long lasting hold, protects hair from the sun's UV rays and brushes out easily for restyling any time of day.

www.theartofcontradiction.com

Sennheiser Canada

"Sennheiser and artists together", for 60 years the Sennheiser name has been synonymous with a passion for perfect sound. The powerful MX 450 earphones feature Sennheiser's innovative "Basswind" system, a symmetrical cable and a convenient case with cord-winder.

www.sennheiser.ca

Sony/BMG Music Canada

SONY BMG MUSIC (CANADA) INC. recognizes the uniqueness of Canadian culture in all its diverse forms and is committed to signing, developing and promoting Canadian talent.

www.sonybmg.ca

The Performance Health Centre

The Performance Health Centre (TPHC) is located in downtown Toronto in the heart of Liberty Village. Offering chiropractic care, massage therapy, acupuncture, reflexology, yoga, and Pilates, TPHC is committed to helping people achieve optimum health and perform at their personal best. Whether you are a musician, an artist, or simply a performer in life, we encourage you to stop by and visit our office. Everyone has the potential to perform in life at their highest level. We are dedicated to helping you get there.

www.tphc.ca

Universal Music Canada

Universal Music is the largest music company in the world. We produce, manufacture, market, sell and distribute recorded music and represent artists from Canada and around the world. Universal Music Canada, a unit of Universal Music Group, is Canada's leading music organization maintaining an overall 30% market share.

www.umusic.ca

Warner Music Canada

Warner Music Canada promotes both U.S. and local repertoire and is committed to developing domestic talent aimed at achieving national, regional or international success.

www.warnermusic.ca

Wind-up Records Canada

Wind-Up Records, a division of Wind-Up Entertainment is currently the largest independent owned and operated label in the United States. The label's roster features Evanescence, Seether, Finger Eleven, Scott Stapp, the entire Creed repertoire and approximately a dozen developing artists.

www.winduprecords.com

ZIP CAR

For business or pleasure, you'll see for yourself that Zipcars are convenient and cost effective. For personal driving, Zipcars give you freedom to use a car whenever you need one – by the hour or day. For Business use, you'll get to say goodbye to taxis, car services and even rental cars. Now you can commute in on the TTC and have a car to use whenever you need one. With gas, insurance, reserved parking and maintenance included in the cost of each reservation, Zipcar eliminates the hassles of owning a car—you just drive it! It's fully self service too. There's no waiting in line, standing around to get picked up, waiting for a car to arrive, or trying to find parking. Just reserve a car online, hop on the elevator and go on your merry way – easier than taking out money from an ATM.

www.zipcar.com

The Canadian Songwriters Hall of Fame (CSHF) /Le Panthéon des Auteurs et Compositeurs Canadiens (PACC) is a bilingual, a-political, non-profit organization which is a partnership of the Canadian Music Publishers Association (CMPA) and the Songwriters Association of Canada (S.A.C.) with the assistance of the Société professionnelle des auteurs et des compositeurs du Québec (SPACQ). The CSHF's generous core-funding partners are: the CMPA, EMI Music Canada, the Foundation Assisting Canadian Talent on Recordings (FACTOR), SOCAN, Sony BMG Music Canada, Universal Music Canada, and Warner Music Canada. The CSHF acknowledges the financial support of the Government of Canada through the Department of Canadian Heritage (Canada Music Fund) and of Canada's private radio broadcasters.

For further information, bios and photos, please visit www.cansong.ca

-30-

Christine Mulkins
416-652-2544
cmulkins@rogers.com