

CANADIAN SONGWRITERS HALL OF FAME ANNOUNCES ITS NEW EXECUTIVE DIRECTOR, DOMINIC DENNY

FOR IMMEDIATE RELEASE – TORONTO – MAY 4, 2007 – The Canadian Songwriters Hall of Fame (CSHF) / Le Panthéon des Auteurs et Compositeurs Canadiens (PACC) announced today that Dominic Denny has been appointed as its next Executive Director and Co-Executive Producer effective May 16, 2007. Dominic has been working with the CSHF/PACC as Communications Director for the past year, assisting with sponsorship and strategic marketing counsel.

“Dominic brings an incredible wealth of relevant communications and marketing experience coupled with a real understanding of the production process,” stated CSHF Chairman and Co-Executive Producer Peter Steinmetz. “It is his special skill set coupled with his genuine passion for Canadian music that impressed us and made him the ideal choice.”

With over 18 years in strategic marketing, public relations, communications and production for a range of projects, corporations and clients throughout the world, Dominic has spent the majority of his career working in the arts and music. He began his professional life in publicity and communications with Reuters where he was based in London and New York. With both in-house and agency experience, he has since worked on numerous international projects for CBS Records (Mick Jagger), adidas, Capitol/EMI (Tina Turner, Katrina & The Waves) and RCA (Rick Astley) to name just a few. Dominic was Executive Producer of the award winning, \$20M, 140-screen multi-media brand marketing experience created for Mercedes-Benz in Frankfurt. Throughout his working life Dominic has been involved in artist management working with and in the development of both signed and unsigned acts. Most recently, he has worked with Stephan Moccio on the brand and marketing strategy for his new album on Bijou/Universal and has successfully negotiated and secured an endorsement deal for Amy Sky with Carlson Hotels Worldwide which has significantly increased sales of her greatest hits album.

“I have been a fan of Canadian music all my life. Growing up, I was not always aware that many of the songs that resonated and meant so much to me were written by Canadian, but as my education grew I felt I had connected with a community that wrote songs just for me. The CSHF’s commitment to educating Canadians about, and celebrating, Canada’s musical heritage is something that I am passionate about. I look forward to helping develop and grow the CSHF as the organization builds on the great foundations laid by my predecessor,” said Dominic Denny.

Dominic succeeds departing Executive Director, Jody Scotchmer.

The Canadian Songwriters Hall of Fame (CSHF) /Le Panthéon des Auteurs et Compositeurs Canadiens (PACC) is a national 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 Canada Music Fund for this project.

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