

Media Release
June 3, 2011

REGINA TO HOST BREAKOUT WEST IN 2012

June 3 – Regina, SK. - Regina, Saskatchewan has been named host for the BreakOut West - Western Canadian Music Alliance's annual celebration and recognition of the music industry in Western Canada. The event is set to take place September 26 – 30, 2012.

BreakOut West is a combination of a three-day music festival and industry conference, capped off by the Western Canadian Music Awards – an awards ceremony recognizing and honouring the best of Western Canadian talent in the music industry. The City of Regina, The Government of Saskatchewan, Regina Hotel Association, the Regina Regional Opportunities Commission, SaskMusic and everyone who sits on the host committee worked together to secure this great opportunity.

"BreakOut West is about helping our artists and industry professionals achieve commercial success," Tourism, Parks, Culture and Sport Minister Bill Hutchinson said, "We will showcase Saskatchewan's cultural excellence, our incredible spirit, a virtual army of volunteers, great facilities, transportation, accommodations and our reputation for hosting first-class events - Regina and Saskatchewan have it all."

"Regina has solidified its reputation as a leader in hosting first-class events and BreakOut West is another tremendous opportunity for us to promote Regina to the rest of the nation," Regina Mayor Pat Fiacco said. "Reginans will roll out the red carpet for the 2012 Breakout West and once again 'wow' visitors."

"On behalf of the board of directors, staff, and myself, we are very excited about bringing BreakOut West, Conference and the Western Canadian Music Awards to the great city of Regina" says Rick Fenton, Executive Director of the Western Canadian Music Alliance. "Regina has a long proud history of hosting successful events and the WCMA is proud to be a part of that history. I look forward to expanding already strong relationships with the Province, the City, the volunteers and of course the artists and fans."

RROC will work closely with SaskMusic and the local host committee to ensure that BreakOut West will be the most successful to date. "BreakOut West is a great example of how vital community partnerships are to attracting events of this magnitude to the region which ultimately provide a positive economic impact," said Larry Hiles, RROC President & CEO. "Events such as BreakOut West will not only highlight the tremendous talent in Saskatchewan but will also add to the more than \$85 million dollars of annual economic activity that the music industry generates for our great province" stated Rick Krieger Chair of the Host Committee on behalf of the Board of Directors of SaskMusic.

For more information on BreakOut West or the Western Canadian Music Alliance, please contact the WCMA office at 204-943-8485 or info@breakoutwest.ca. Or, to become involved with BreakOut West Regina 2012, please contact Karen Mulatz, RROC's Special Events Manager at 306.751.8778 or kmulatz@reginaroc.com.

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