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FOR IMMEDIATE RELEASE

CANADIAN BLAST ARTISTS EXPLODE AT SXSW

The 4th Annual SXSW Canadian Blast Showcase and BBQ featuring Canada's hottest acts from across the country will take over Brush Square Park next to the Convention Center on Wednesday, March 12 from 3pm-7pm. Bigger and better than ever this Canadian Blast live music event will launch a multi-genre invasion as more than 100 Canadian acts travel south to perform on stages throughout Austin during SXSW. This will be the largest showing of Canadian artists in the international festival's 21-year history.

The line-up for the 2008 Canadian Blast will include sets by the blues rock, girl-group, **The Pack A.D.**, twangy hillbilly rockers **United Steelworkers of Montreal**, the soulful, acoustic **City and Colour**, intense, guitar-driven **Hot Springs**, glamorous, electropop quartet, **Dragonette** and an unprecedented Hip Hop Collision featuring **Ghislain Poirier**, **Cadence Weapon**, **Megasoid**, **Skratch Bastid** and **Grand Analog** together on one stage for the first time.

"I'm really excited about SXSW and I'm stoked to be part of the Canadian Blast in Austin this year. The first time I played the festival was with Alexisonfire, and a broken leg. This time will be a million times better," says multi-platinum artist Dallas Green of having his solo project, City and Colour, included on the 2008 Canadian Blast.

Canada has targeted music export as a key element in its ongoing strategy to develop the Canadian music industry and introduce the world to its many talented songwriters and performers.

Partners for the SXSW Canadian Blast include the Department of Canadian Heritage, Department of Foreign Affairs and International Trade, SOCAN, Canadian Independent Record Production Association (CIRPA), The Ontario Media Development Corporation, FACTOR, EMI Music Canada, Warner Music Canada, Sony/BMG Canada, and Universal Music Canada invite all SXSW badge holders to join them for bbq, beer and bands on March 12.

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For more info: www.canadianblast.com