

**Sam Roberts Band, Dean Brody, Cadence Weapon, Dear Rouge and more to play first-ever
Canada Day House Party, presented by AIR MILES®**

Join all-Canadian lineup of musicians for virtual Canada Day celebration on July 1 at CanadaDayHouseParty.ca

Toronto, June 16, 2020 – On July 1, iconic Canadian rockers Sam Roberts Band will perform alongside a diverse, all-Canadian lineup at the first-ever virtual Canada Day House Party, presented by AIR MILES and benefitting the Canadian Mental Health Association (CMHA). The interactive six-hour festival, announced today by FRC Marketing and partners Proof Experiences and Noisemaker Management, will bring together Canadian musicians, celebrities, contests, giveaways, recipes, games and more to celebrate Canada Day 2020 – and Canadians can watch it all from the comfort of their own homes at www.CanadaDayHouseParty.ca.

With portions of the virtual show being broadcast live from Paris, Ontario, the event brings together an impressive lineup of performers as diverse in talent and backgrounds as the country they call home. While July 1 celebrations may look a little different this year thanks to Canadians doing their part to stay home and practice safe social distancing, Canada Day House Party presented by AIR MILES provides a platform and forum for all Canadians to come together to celebrate Canada Day.

“The past few months have been incredibly challenging for a lot of Canadians, and we wanted to give everyone an opportunity to come together as a country under one ‘virtual’ roof,” said Kevin Goodman, Chief Entertainment Officer at FRC Marketing. “The Canada Day House Party will do just that. This is about bringing everything Canadians love about music festivals onto one digital platform that we can all enjoy for a good cause, while staying safe at home.”

Leading up to and throughout the event, viewers can make donations to the CMHA online and/or through text-to-donate, to support important mental health programs and services in local communities across Canada. Also, thanks to event partner Roots Canada, fans will also have the opportunity to purchase VIP “Care Packs” leading up to and on event day. Each pack will come with a limited-edition Roots x CDHP branded t-shirt as well as a \$10 donation to the CMHA.

“The Canadian Mental Health Association is on the ground in 330 communities, helping those who are struggling with their mental health through these tough times. As we stay home on July 1, the Canada Day House Party will bring us together to remind us that we are all here to support each other and that we belong,” said Margaret Eaton, National CEO, Canadian Mental Health Association. “We could all use a little more joy and togetherness!”

AIR MILES, Canada’s most recognized loyalty program, will be proudly presenting the Canada Day House Party. The virtual Canada Day festival is a celebration for the brand that culminates two months of daily digital performances as part of AIR MILES Happy Every Day community. The Facebook community, which was built to engage, excite and entertain all Canadians as a reward for doing their part to flatten the curve, will officially close on July 1.

“AIR MILES has a rich history in live music, using our platform to connect our Collectors to the bands, musicians and artists they love through one-of-a-kind experiences, unforgettable concerts and can’t-miss artist interactions,” said Blair Cameron, President, AIR MILES Reward Program. “We are thrilled to be presenting the first-ever Canada Day House Party and help reward music fans across the country with an experience that brings a roster of performers rich in talent, diversity and Canadian pride into their homes.”

Confirmed artists performing on CanadaDayHouseParty.ca include (in alphabetical order):

- Bonjay
- Caveboy
- Dean Brody
- Dear Rouge
- Elijah Woods x Jamie Fine
- Garçons
- Gord Sinclair (of The Tragically Hip)
- LOONY
- Myles Castello
- Riit

- Sam Roberts Band
- Skratz Bastid + Cadence Weapon
- The Trews
- William Prince
- With more artists being confirmed each week!

Canada Day House Party presented by AIR MILES will kick off at **3 p.m. (ET) on Wednesday, July 1**. All information about the event, including the schedule and details on how to join the party, can be found on the website here: <http://www.canadadayhouseparty.ca>. Join the Canada Day House Party community on Instagram and Facebook **@CanadaDayHouseParty** to be the first to hear about new artists joining the lineup and fun Partner contests in the coming weeks.

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About FRC

Front Row Center Music & Marketing agency (FRC Marketing) has become a leader in the lifestyle and music marketing space, working with many of Canada's biggest brands, properties, promoters, labels and artists to create unforgettable experiences for brands and fans alike. We specialize in developing creative ways for brands to use music – and the influential culture that surrounds it – as a platform to engage consumers in a meaningful and authentic way. Visit our website: frcmarketing.ca.

About CMHA

The Canadian Mental Health Association (CMHA) is a nationwide organization that promotes mental health and supports people recovering from mental illness. CMHA provides advocacy, programs and resources in over 330 communities across every province and one territory with the goal of helping all Canadians to prevent illness, build resilience, and flourish and thrive. Visit CMHA's website: cmha.ca.

About the AIR MILES Reward Program

The AIR MILES Reward Program is Canada's most recognized loyalty program, with nearly 11 million active Collector Accounts, representing approximately two-thirds of all Canadian households. AIR MILES Collectors get Miles at more than 300 leading Canadian, global and online brands, and at thousands of retail and service locations across the country. It is the only loyalty program of its kind to give Collectors the flexibility and choice to use Miles on aspirational Rewards such as merchandise, travel, events or attractions, or instantly, in-store or online, through AIR MILES Cash at participating Partner locations.*

* For more information, visit airmiles.ca.

About Proof Experiences

Proof Experiences Inc. is the industry expert in experiential marketing, live and virtual conference, and event planning and staffing solutions. Proof Experiences is an independently owned Canadian company with offices in Toronto and Vancouver and resources from coast to coast. Named to the 2019 Best Workplaces™ in Canada list and previously ranked one of the Top 500 Fastest Growing Companies in Canada by PROFIT, the company recently celebrated 20 years serving leading organizations and global brands. Proof Experiences specializes in insights-led, results-focussed brand experiences and is a member of the independently owned Proof family of companies.

About Noisemaker Management

Noisemaker's event management team puts on a great party! Our events are based in Paris, Ontario and are focused on live music, great food and drink, and a whole lot of fun. We run the DT Concert Series, which is a monthly showcase of some of Canada's best musicians, as well as Paris Drinks Fest, a yearly food, drink and music festival. With a commitment to full-service artist development, Noisemaker manages The Once, Megan Bonnell, JUNO Award-winners The East Pointers and Gord Sinclair of The Tragically Hip.

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