

The Board of Directors on August 2, 2007 received this report for INFORMATION.

July 10, 2007

To: The Programs and Executive Committees and the Board of Directors
Canadian National Exhibition Association

From: David Bednar
General Manager

Subject: Middle Weekend Programming Update



Recommendation:

This report is submitted for information to the Programs and Executive Committees and the Board of Directors.

Discussion:

The cancellation of Bamboozle for the weekend of August 25 and 26, 2007 left staff scrambling to fill this important “middle weekend” at the Bandshell. The hope was to continue to go after the 16 – 30 year old demographic, much as Bamboozle would have done. By June, all the relevant touring bands were booked and staff were limited to working within the established budget. Some new opportunities arose and staff believe they have put together an exciting weekend of shows.

Sean Kingston – August 24

An emerging reggae, rap, and pop hybrid musician. The 17-year-old native of Jamaica, is not just a new face in pop music, he’s accomplished the rare task of creating a new genre where rap, reggae, dancehall and pop and some remarkable songwriting all combine into something totally fresh. Add in Sean’s family roots which include Jamaican legendary producer Jack Ruby as his grandfather and reggae king Buju Banton as a close family friend and you have one of the most exciting debuts this year. He already has a number 1 song on the charts, and will be releasing his new CD on July 31, just weeks before his CNE date.

Paula DeAnda – August 24

A Mexican-American pop singer based out of San Angelo, Texas. She recently worked with such artists like *Ne-Yo* and hit-maker producer, *Timbaland*. Her album recently received certified gold status in the United States. Her major break-through came when she auditioned for Clive Davis and was signed to Arista Records on the spot.

Sloan – August 25

Muchmusic and rock-radio regulars who (via their own murderecords label) maintain strong ties to their indie roots, Sloan is comprised of money-city maniacs who have a soft spot for sweet sugar tunes.

Ill Scarlett – August 26

A four-member band from Mississauga, Ontario, who recently released their first major record label album entitled “*All Day With It*” following the success of their independent albums. Their big break came with the 2004 Vans Warped Tour in Calgary and at the Virgin Mobile Festival here in Toronto. Some of their main musical influences include *Sublime* and *No Doubt*. They have over 500,000 plays on their myspace page alone and sold 15,000 copies of their independent album.

The Junktion – August 26

A local up-and-coming band with a large following.

Conclusion:

This report provides information regarding programming at the Bandshell on the middle weekend of the 2007 CNE .

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