

The Evolution of the Canadian Music Scene

Abbotsford, British Columbia (March 3, 2009) - CanadianMusicians.com has launched a new hot dot com website aimed at connecting Canadian musicians and music-related Industry.

"This is a cutting-edge Internet web site, far superior to anything in the marketplace, and it's continuously evolving," says Johnny Eita, the President of CanadianMusicians.com.

"Our goal is to improve the productivity and cost-effectiveness of artists, bands, companies, and organizations associated with the Canadian music industry."

The new website uses the power of relationship-building software designed to connect Canadian musicians to Canadian music-related industry, and vice versa.

The site will be of tremendous value to musicians, bands, entrepreneurs, service and product vendors, industry professionals and small businesses seeking to find and do business with each other.

Research shows that more than 100,000 music-related businesses in Canada are looking for exposure, resource and communication solutions.

"Members of CanadianMusicians.com will now be able to dynamically target and market to their prospects and clients - in real-time, dramatically reducing overhead expenses" says Marketing Director, Timothy Knight.

"In this time, when even the music industry is feeling recession, the operational savings alone can represent a significant strategic business advantage. CanadianMusicians.com is the marketing department that never sleeps".

CanadianMusicians.com is broad in its scope, offering a common, web-based location where the Canadian music scene and all its separate entities are given the web-based tools to come together as a whole... to grow, to gain and to prosper. In an age of fast trends and even faster fame, it is a place where Canada's musicians are given a real opportunity to get noticed, get gigs and gain knowledge.

Its founders and staff are experienced artists and professionals in their own right, and work in a state-of-the-art facility delivering ongoing solutions to the music community at large.

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CanadianMusicians.com is a leader in the development of relationship-driven web-based marketing tools designed specifically for Canadian musicians and their related industry members.

For more details or to arrange an interview, please contact:

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Summary: About CanadianMusicians.com "The Company"

CanadianMusicians.com is a Canadian-owned and operated dot com corporation. It is a leader in the development of relationship-driven web-based self-managed marketing tools designed specifically for Canadian musicians and their related industry members, whose goal is to offer real-time, web-based services to its musician members and industry counterpart members promoting exposure, resources and communications.

The company is poised to be the internet hub for musicians across Canada and the people who hire them, for merchants across the country and the musicians who do business with them, and for merchant-to-merchant relationships. It is the pulse of the Canadian music scene - a catalyst for its growth, a reporter of its trends... a leader in its marketplace.

Its cutting-edge design provides powerful tools that dramatically increase the exposure, resources, and communications of members, leading to strategic business alliances that may result in increasing national and global awareness of Canadian musicians and related industry services and providers.

Key Points:

1. Increasing each member's exposure to the marketplace through push-pull, web-based and real-world marketing activities that draw all facets of the music scene together under one web space. Doing business has never been easier.
2. Providing dynamic resources that give members high quality tools that help them to get in front of their target market in a more successful way, whether it is a band seeking a graphic artist or a recording label seeking new bands.
3. Connecting musicians and industry within a safe and market-specific environment, where each communication has been invited by the recipient. Members are available to each other in a professional manner that promotes trust, and mutually beneficial connections.
4. Connecting musicians and industry in a way never-before utilized - across an evolving and intuitive paperless media - where trends are quickly capitalized upon, and members can find best-suited partners to work together for common goals.
5. Affecting the music scene worldwide with the immediacy of the internet, giving an unprecedented suite of tools to members across the globe, so they may market themselves and their services of products in real-time campaigns.

CanadianMusicians.com "The Web Space"

CanadianMusicians.com empowers bands, solo-artists, choirs and a range of musical performers to take an active role in their own promotion and management. One of the goals of CanadianMusicians.com is to produce a more self-educated and polished music member for the purpose of doing business with industry provision members.

CanadianMusicians.com enables small business, cottage industry and regional and national industry providers to gain access to the vast array of prospects and clients available for their products and services, both in their area and across the nation.

Saving money is as easy as using CanadianMusicians.com. This unique method of doing business operates at near-zero overhead costs, which in this current world financial environment could represent a significant strategic business advantage for product and service vendors.

Protecting the environment is a goal of CanadianMusicians.com. The tools that connect members for business are paperless. The only energy required is to power a computer and internet connection - and the human energy of sharing ideas and meeting needs.

CanadianMusicians.com "The Mission"

Our job is to help industry members connect with musicians, to help musicians connect with industry members, and to help general users find musicians and music-related industry to fulfill their specific needs and goals.

The web site architecture is designed so anyone can use it with success, from the solo musician to the corporate sales department. CanadianMusicians.com is designed for everyone - bands, retailers, industry service and product providers (even the general public) - in a secure environment.

CanadianMusicians.com understands its members and their various and unique needs and wants. Not everyone who's in the music industry has the same hopes, dreams, goals, or even the same types of roles in the Canadian music scene. Active listening is key.

CanadianMusicians.com offers members exposure, resources and communication tools that help them to describe themselves and their goals, promote themselves and their services, products and talents to their fellow members, their fans and the general public to succeed in today's ever-evolving music scene.

Taking members from where they are today to where they want to be tomorrow, CanadianMusicians.com is music history in the making.