



Canadian Independent Music Association

## CIMA at Folk Alliance International 2021

Music Export Canada & MusicOntario are joined forces again in 2021 to present the seventh annual Ontario & Friends showcase at Folk Alliance International, celebrating the incomparable talent, creative fire, and illuminating perspectives coming out of the folk and roots communities in Ontario and Canada. Folk Alliance International is the world's largest gathering of the folk music industry and community (crossing a diverse array of genres including Blues, Bluegrass, Roots, Celtic, Cajun, Appalachian, Traditional, World, and Singer-Songwriter), boasting a comprehensive conference, custom business opportunities and hundreds of showcasing opportunities.

- **Canadian Presence:** 11 artists showcased during the Ontario & Friends event: AHI (ON), Altameda (ON), Harrow Fair (ON), Idris Lawal (ON), Josh Sahunta (AB), King Cardiac (ON), Mimi O'Bonsawin (ON), Moscow Apartment (ON), Nora Toutain (QC), Spencer Burton (ON) and Terra Lightfoot (ON).
- **Marketing & Promotion:** Specific marketing and promotion initiatives included: press and promotion through the CIMA website, newsletter and social media properties prior to and during the event.
- **Outcomes:**



Screenshot of AHI during Ontario & Friends showcase