



Canadian Independent Music Association

CIMA at New Skool 2021

CIMA and MusicOntario once again partnered with New Skool Rules for a virtual edition of the conference and festival on May 30, 2021. Prior to the conference, MusicOntario and CIMA held an Instagram Live Q&A with New Skool Rules CEO Henca Maduro and Duane Gibson (Northstarr Entertainment) to answer questions about the conference & festival and prepare delegates and artists interested in attending the 2021 edition.

- **Canadian Presence:** Six Canadian artists took part in a virtual showcase in front of international delegates: Dynesti, STORRY, Mighloe, Rey D, Sebastian Gaskin and We Are TRP.
- **Marketing & Promotion:** Specific marketing and promotion initiatives included: press and promotion through the CIMA and New Skool Rules websites, newsletter and social media properties prior to and during the event.

CIMA MusicOntario AT NEW SKOOL rules

MAY 30, 2021
@ 8PM
(Lounge // CS)

CANADA HOUSE

DYNESTI
MIGHLOE
SEBASTIAN GASKIN
WE ARE TRP
REY D
STORRY

IN PARTNERSHIP WITH

WITH SUPPORT FROM

music export canada RE SOUND RADIO SPARMAKER FUND STINGRAY SOCAN ONTARIO CREATES FACTOR Canada

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