



BULLSEYE

imagineNATIVE's search contest for
emerging Indigenous music talent

IMAGINENATIVE LAUNCHES NEW INDIGENOUS MUSIC TALENT SEARCH CONTEST

July 19 - imagineNATIVE is delighted to announce **Bull's Eye**, a new music talent search in partnership with **Slaight Music** that seeks to nurture Canada's newest music talent with unprecedented opportunities, including a **\$10,000** cash award, to turn their talent into a career.

As part of the initiative, Canada's newest Indigenous musicians will be invited this summer (**July 19 – August 31**) to submit a sample track of their original work in an online contest for consideration by a jury of music and media arts

industry leaders. Selected contest finalists will be promoted through imagineNATIVE's social networks in the run up to the **17th annual imagineNATIVE Film + Media Arts Festival (October 19-23, 2016)**. The final nominees will be announced on the week of the Festival and the contest winner will be announced and awarded at imagineNATIVE's annual music showcase, **THE BEAT**.

Following the announcement, the contest winner will be able to access the \$10,000 cash award to create a professionally recorded demo of their track and produce their first music video. This video will be promoted through imagineNATIVE's networks and the winning artist will have the opportunity to travel on imagineNATIVE's annual Film + Video Tour to Indigenous communities across Canada in 2017.

Speaking about the contest and imagineNATIVE's long-standing partnership with Slight Music, imagineNATIVE's Industry Director, Daniel Northway-Frank said "imagineNATIVE and Slight music have had a over a decade of celebrating and showcasing Indigenous music talent together. This new initiative can bring impactful professional development opportunities for new Indigenous voices in music recording and media production. We can't find the next great talent in our own backyard."

Slight Music's President, Derrick Ross echoed the sentiment: "Slight Music is proud to support and evolve its partnership with imagineNATIVE in 2016 with Bull's Eye which will give new Indigenous music artists across Canada unprecedented access and resources to showcase their talent and turn their artistic passion into a career. We are very excited to partner with imagineNATIVE on this unique initiative."

Submissions for Bull's Eye are open starting **July 19th** at www.inbullseye.ca !

About imagineNATIVE

Founded in 1999, imagineNATIVE is the international centre for Indigenous-made media arts. Its annual Festival celebrates 17 years from 19-23 October 2016 and is the world's largest showcase of film, video, audio, and digital media works created by Indigenous directors, producers, and screenwriters. Year-round imagineNATIVE presents a national tour, screenings across Canada and internationally, and a community screening series based in the Greater Toronto Area. imagineNATIVE is committed to the professional development of Indigenous artists through its numerous workshops, labs, and panels through its Industry Series and through strategic partnerships internationally. imagineNATIVE showcases, promotes, and celebrates Canadian and international Indigenous filmmakers and media artists and is committed to a greater understanding by audiences of Indigenous peoples, cultures, and artistic expressions.

About Slaight Music

Slaight Music was started by Gary Slaight and Derrick Ross in 2011 with a mandate to support the Canadian music community through a variety of initiatives, and to develop Canadian talent via strategic partnerships with industry peers. Slaight works with artists from across the country and across the musical spectrum, helping to further careers and get great music heard. The organization is also invested in the technology sphere, helping Canadian music entrepreneurs develop the next generation of digital platforms and services. music-related events, causes and charities.