



SOCAN

Society of Composers, Authors and
Music Publishers of Canada

Société canadienne des auteurs,
compositeurs et éditeurs de musique

SOCAN LANDS STEPPENWOLF'S MARS BONFIRE FOR CANADIAN MUSIC WEEK PANEL

TORONTO, March 11: The Society of Composers, Authors and Music Publishers of Canada (SOCAN) is excited about SOCAN member Mars Bonfire's participation in the SOCAN-sponsored panel "Life of a Song" at this year's Canadian Music Week (CMW). This not-to-be-missed and rare appearance by Mars will leave delegates with an inside look at how to create a hit song like Steppenwolf's classic tune "Born To Be Wild."

'Life Of A Song: Mars Bonfire's "Born To Be Wild"' will be held on Saturday, March 13, at 5:30 p.m. at The Fairmont Royal York Hotel. Moderated by SOCAN's Rodney Murphy, panelists Jodie Fernyhough (Universal Music Publishing Canada) and Alex Hindmarch (Q-107) will join Mars in examining his classic hit, "Born to be Wild," and discuss how the song was written, became a hit song, and how it has since been used over again through the years via covers, and placement in film, television and advertising.

"SOCAN is proud to present such an exclusive panel at this year's CMW," says André LeBel, CEO of SOCAN. "Supporting Canada's vibrant and thriving music industry is a top priority at SOCAN and CMW and its related events play an important role in the growth of the industry." Throughout the year, SOCAN sponsors several music industry events and takes part in several programs, seminars and workshops that assist and educate songwriters, lyricists, composers and music publishers in Canada.

SOCAN will also present the informative panel **"Rights & Royalties: How Songwriters & Music Publishers Get Paid"** on Friday, March 12, at 2:45 p.m. at The Fairmont Royal York Hotel. Moderated by SOCAN's Terry O'Brien, panelists Mark Jowett (Nettwerk), Dan Mangan, Dan Hill and Lori Ellis (CMRRA) will provide delegates with an in-depth understanding of how to make money in Canada's music industry.

The **2010 SOCAN Song of the Year**, which will be awarded March 12 at the Canadian Radio Music Awards, includes the following nominees:

CHAD KROEGER

"If Today Was Your Last Day" (Recorded by NICKELBACK)

CHAD KROEGER, RYAN PEAKE, JOE MOI

"Gotta Be Somebody" (Recorded by NICKELBACK)

DIVINE BROWN, SLAKAH THE BEATCHILD, NELLY FURTADO, COREY HART

"Sunglasses" (Recorded by DIVINE BROWN)

TYLER CONNOLLY, DEAN BACK, DAVE BRENNER, KARA DIOGUARDI

"Not Meant To Be" (Recorded by THEORY OF A DEADMAN)

CARLY RAE JEPSEN, RYAN STEWART

"Tug Of War" (Recorded by CARLY RAE JEPSEN)

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About SOCAN

At SOCAN, we understand that the Canadian music industry is only as strong as the sum of its parts. We are proud to play a leading role, working with other organizations to ensure the long-term health of our members' livelihoods and the Canadian music industry as a whole. SOCAN is the Canadian copyright collective for the communication and performance of musical works. We administer these rights on behalf of our members (composers, lyricists, songwriters and their publishers) and those of affiliated international organizations by licensing this use of their music in Canada. The fees collected are distributed as royalties to our members and to affiliated organizations throughout the world. We also distribute royalties received from those organizations to our members for the use of their music worldwide. SOCAN has offices in Toronto, Montreal, Vancouver, Edmonton and Dartmouth.

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