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**EMILY OSMENT  
JESSE LABELLE  
DANNY FERNANDES  
THE NEW CITIES  
ALYSSA REID**

**TICKETS ON SALE NATIONALLY, MONDAY, APRIL 19<sup>TH</sup> @ 10:00AM**  
Tickets available through all Ticketmaster outlets

MuchMusic's SodaPOP music festival hits the road for their first annual nationwide tour, kicking off June 5<sup>th</sup> in Vancouver BC. The tour brings some of today's hottest international and domestic pop artists to 16 Canadian cities from Vancouver to Halifax. Headlining this year's festival is Hannah Montana's **Emily Osment** supported by Toronto born Singer/Songwriter Jesse Labelle, R&B sensation Danny Fernandes, dance-rock outfit The New Cities and introducing pop phenom Alyssa Reid.

The MuchMusic sponsored festival is a young adult focused lifestyle event that promises to be more than just a "concert". As a fully interactive experience it will incorporate large screens with featured video footage from the artists and MuchMusic, gaming stations and interactive booths. As well the festival offers audiences a unique opportunity to interact directly with the artists through a post show "fanfest"/autograph session that will take place following each night's performance.

MuchMusic's SodaPOP 2010 is pleased to introduce their "Pop Goes The World" campaign in support of UNICEF. UNICEF will be onsite raising awareness and funds for the charities long-term reconstruction efforts in Haiti. With nearly half the population of Haiti under the age of 15, it is fitting that the festival's young artists and audiences should have the opportunity to assist UNICEF in their efforts. The festival will be selling "SodaPOP 2010" souvenir balls which act as the

purchaser's pass to the post show "Fanfest"/autograph session. A portion of the sales from these "SodaPOP 2010 souvenir balls will be donated to UNICEF. At the end of each night's performance all participating artists will join together in an updated rendition of the 80's hit single "Pop Goes The World". A studio re-recording of the song by all the artists will also be made available for sale digitally with profits going to UNICEF's Haiti efforts.

**"UNICEF Canada is thrilled to be a part of MuchMusic's SodaPOP Tour 2010 to support our on-going work in Haiti," says Susan Larkin, Director of Community Engagement for UNICEF Canada. "The tour gives Canadian youths the opportunity to help their Haitian peers who are the most vulnerable during this disaster. We sincerely thank the tour organizers, sponsors, artists and fans for helping us to raise funds that will put Haiti's children at the centre of reconstruction for a new Haiti."**

June 5	Vancouver	Centre for Performing Arts
June 6,	Vernon	Vernon & District Performing Arts Centre
June 7	Calgary	Southern Alberta Jubilee Auditorium
June 9	Medicine Hat	Esplanade Arts and Heritage Centre
June 11	Edmonton	Edmonton Events Centre
June 12	Regina	Conexus
June 14	Winnipeg	Centennial Concert Hall
June 15	Thunder Bay	Community Auditorium
June 17	North Bay	The Capitol Centre
June 18	Hamilton	Hamilton Place
June 21	Ottawa	Centrepointe
June 22	Kitchener	Centre in the Square
June 23	Toronto	Queen Elizabeth Theatre
June 28	Fredericton	Playhouse Theatre
June 29	Halifax	The Cohn
June 30	Halifax	The Cohn (2 <sup>nd</sup> show)
July 3	Brockville	Riverfest

#### **About SodaPOP Inc.**

SodaPOP Inc. is a live event marketing and promotion company based in Toronto, Ontario Canada. The SodaPOP festival provides a family friendly, live entertainment experience to the Canadian youth market.

#### **About MuchMusic**

As the No. 1 Canadian brand for teens and young adults, MuchMusic is an integral part of today's pop-culture landscape. Live performances and interviews with the best Canadian and international artists, and celebrity guests put fans in the centre of the action making MuchMusic's acclaimed street level Toronto headquarters Canada's epicentre of celebrity. A multi-platform Canadian icon, muchmusic.com is a favourite destination for youth, delivering music videos, user-generated

content site and more. MuchMusic spotlights homegrown talent through original productions and nurtures the Canadian music video production industry through its annual multi-million dollar contribution to MuchFACT. MuchMusic is available in 8.2 million households across Canada via cable, satellite, and mobile. For more information, go to [muchmusic.om](http://muchmusic.om). MuchMusic is a division of CTV Limited.

### **About UNICEF**

UNICEF is on the ground in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, safe water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments. For more information, please visit [www.unicef.ca](http://www.unicef.ca) <http://www.unicef.ca>.

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For more festival info go to: [www.sodapoptour.com](http://www.sodapoptour.com)