



Canadian Independent Music Association

CIMA at The Great Escape 2022

CIMA returned to Brighton, UK this May for the 2022 edition of The Great Escape.

Canada House once again showcased the country's hottest rising independent artists to music fans as well as international and UK industry over three days (May 12, 13 & 14) at the Green Door Store venue. CIMA partnered with Alberta Music, M for Montreal, Manitoba Music, Music BC, MusicOntario, Music Nova Scotia, SaskMusic and SODEC to present 18 artists from across the country.

- **Canadian Presence:** The showcasing artists at Canada House were: Art d'Ecco, Bad Waitress, Jaywood, Jeremie Albino, JESSIA, Keeper E., Loviet, Magi Merlin, Mauvey, Naya Ali, Samantha Savage Smith, Shanii22, Slow Down Molasses, Soft Cult, Super Duty Tough Work, The Bobby Tenderloin Universe, The Garrys & Wild Rivers. Canadian business representatives were also invited to participate in a Country Connections matchmaking session and networking with Music From Ireland.
- **Marketing & Promotion:** Specific marketing and promotion initiatives included: press and promotion through CIMA and The Great Escape websites, newsletter and social media properties prior to and during the event.
- **Outcomes:** Canadian participants reported making 152 new contacts and meeting with 208 existing contacts during The Great Escape. They took part in 93 meetings which resulted in 36 deals started or finalized worth an estimated \$160,000 over the next 36 months.



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