



Canadian Independent Music Association

CIMA at Folk Alliance International 2022

CIMA and MusicOntario returned to Kansas City this May for the 2022 edition of Folk Alliance International. This year marked the return of the world's largest gathering of the folk music industry and community in person after two years of virtual editions. The conference & festival attracts over 2,000 artists and industry professionals (agents, managers, publishers, labels, festivals, promoters and media) dedicated to folk music. The conference was hybrid – with participants taking part both in person and virtually.

CIMA and MusicOntario presented an official showcase at The Liberty Room on Thursday, May 19 and hosted a networking session in partnership with Sounds Australia on Friday, May 20 for invited Canadian, Australia, British & US delegates.

- **Canadian Presence:** CIMA and MusicOntario presented 5 artists at the official showcase: Basset, Villages, Raine Hamilton String Trio, Janice Jo Lee & Barbra Lica.
- **Marketing & Promotion:** Specific marketing and promotion initiatives included: press and promotion through the CIMA website, newsletter and social media properties prior to and during the event. On site banners were present at the conference as well as an elevator skin.
- **Ontario Outcomes:** 3 Ontario based artists performed at CIMA and MusicOntario's official showcase: Basset, Janice Jo Lee and Barbra Lica.



Janice Jo Lee at the Official CIMA & MusicOntario showcase