



## **AFM CANADA INTRODUCES AFMCANADA.ORG**

*New site offers comprehensive information for Canadian members in both official languages!*

**For immediate release – Wednesday, June 2, 2010** -- AFM Canada is pleased to announce the launch of a new and enhanced, fully bilingual web-site. Designed by Lucidia, an award-winning interactive web design and development agency, [www.AFMCanada.org](http://www.AFMCanada.org) is designed specifically to meet the unique and varying interests of professional musicians hailing from and working in Canada. The development of the AFM Canada site, which previously was housed within the **American Federation of Musicians'** international parent site ([www.afm.org](http://www.afm.org)), began in 2009 in response to a growing need for an on-line resource that reinforces AFM Canada's superior ability to assist Canadian musicians in maintaining professional standards across the board. Please visit [www.afmcanada.org](http://www.afmcanada.org) for more details on what AFM Canada can do for you!

"The needs and interests of our Canadian members, prospective members and industry representatives prompted the building this site," explains **Bill Skolnik**, the **AFM Vice President from Canada**. "AFMCanada.org incorporates members' feedback and input; and we believe it to be an exceptional next step in our on-going efforts to enrich the lives of Canadian Musicians".

To highlight this new web resource, AFM Canada is simultaneously launching a social marketing campaign, **Road Warriors Travel Trivia**, which is aimed at musicians, music fans, and anyone who has an opinion about what Canada's highways, byways, small towns and city centres have to offer road-trip enthusiasts. Where is the worst place for the van to breakdown? Which airline is most likely to lose/damage luggage? Each day this month, light-hearted, probing questions will be posted on the AFM Canada Facebook ([www.facebook.com/afmcanda](http://www.facebook.com/afmcanda)) and Twitter ([www.twitter.com/afmcanada](http://www.twitter.com/afmcanada)) pages, inviting the public to share their travel tales and tips. The insights, experiences and recommendations submitted will be a great way to get people talking about life on the road, and ultimately will form an ideal resource for any musician, Canadian or international, touring through this country. Tell us your best kept travel secrets.

**AFM Canada** is the leading professional organization of its kind available to Canadian musicians. Everyday, AFM Canada helps thousands of musicians with any number of issues related to the recording and performing of their craft. Operating in both official languages, the organization draws on the experience and strength of more than 90,000 musicians, with over 17,000 active members in Canada alone. Proudly celebrating 31 remarkable years of service, AFM Canada is uniquely positioned to address Canadian issues, and provides vital resources for Canadian musicians, at any stage in their careers.

For more information please visit us at [afmcanada.org](http://afmcanada.org) | [AFM Canada on twitter](#) | [AFM Canada on facebook](#).