

## **SOCAN Unveils Refreshed Brand Identity**

**January 30, 2012 (Toronto)** – Eric Baptiste, CEO of SOCAN, today unveiled the music performing rights organization’s refreshed brand identity, including a new logo. SOCAN’s new brand will be reflected in the design and content of all of its marketing and communications materials, as well as on its website and social media pages.

“SOCAN’s new brand was created to better reflect the modern, innovative nature of this organization, which serves as a connection between the people who create music and those who use music within their businesses,” said Mr. Baptiste. SOCAN’s new two-coloured logo and its new tagline, *music.people.connected.*, represent the role SOCAN plays to connect these two key stakeholders.

SOCAN will also be launching a new website in the coming weeks. Besides a new look that reflects the new brand, the site will also feature improvements that make it easier for visitors to navigate the site, find what they are looking for, and read content.

SOCAN represents the Canadian performing rights of millions of Canadian and international music creators and publishers. SOCAN is proud to play a leading role in supporting the long-term success of its more than 100,000 Canadian members, as well as the Canadian music industry. SOCAN is a not-for-profit organization that collects licence fees from over 42,000 businesses coast to coast and distributes royalties to its members and peer organizations around the world. SOCAN also distributes royalties to its members for the use of Canadian music around the world in collaboration with its peer societies.  
socan.ca, @SOCANmusic

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