



North by Northeast (NXNE) is a seven day destination festival held annually in Toronto, Canada. Now in its 16th year, NXNE has five key components: music, film, interactive, conference and charity. It puts 625+ international and local bands on 50 stages, screens 40+ films, populates Conference Village sessions with groundbreaking keynotes and inspired panel discussions, and breaks ground in the interactive media arena. From small intimate shows to stages at Lester B. Pearson International Airport and Union Station, to free open-air concerts in the heart of the city at Yonge-Dundas Square, the NXNE experience permeates Toronto, making it essential on the annual calendar. This year's festival runs from June 14-20, 2010. Visit www.nxne.com for more information.

Interactive *June 14-16*

2010 marks the kickoff year of the first ever NXNEi component of the festival; an interactive media conference and workshops programmed in conjunction with FITC to bring the key players in new media innovation for featured talks, frank discussions and community-voted panels.

Music *June 16-20*

NXNE is the Canadian festival destination for new and emerging music talent featuring unsigned bands, indie favourites, and major-label headlining artists from Canada and around the world. NXNE has cemented itself as an essential showcase opportunity for the best in new music. Festival alumni include Feist, GZA, The Dears, My Morning Jacket, the New York Dolls, Ron Sexsmith, and the Black Lips.

Film *June 16-20*

NXNE screens 40+ films from around the world at the National Film Board of Canada's Mediathèque screening centre. Bringing the best in music-centric films, selections include documentaries, dramas, comedies and more, all putting focus on the international language of music. Don Letts and Julien Temple have both premiered films at NXNE, among others.

Conference *June 17-20*

The NXNE Conference draws over 2,500 industry delegates for 25+ Conference Village sessions which include celebrity interviews, networking sessions, and music-business panels. Past guests include Police drummer Stewart Copeland, head Sex Pistol Johnny Rotten, songwriters Steve Earle and Bruce Cockburn, Peaches, Patti Smith, Thomas Dolby and Stones' ex-guru Andrew Loog Oldham.

Charity *June 20*

The annual 11-on-11 full field soccer match pits the "Rockers" against "The World." All proceeds of the event go to support Right To Play, an international humanitarian organization whose goals are to create a healthier and safer world through the power of sport and play. Previous players include members of Great Big Sea and Bedouin Soundclash, Olympic medallist Adam Van Koeverden, media personalities from MuchMusic, Entertainment Tonight, The Edge102, the Globe and Mail, Fashion magazine and more. Select Toronto FC players are behind the benches as honorary coaches.

