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October, 6 2016

To Whom It May Concern,

As an internationally acclaimed music festival with 15 years of success POP Montreal is one of the city's most prominent cultural events. This success has come largely thanks to partnerships with other local organizations like CKUT. With our shared mandates of supporting creativity within the local music and arts scenes, the two not-for-profit bodies have worked together to help build and promote the vibrant cultural environment that Montreal has become renowned for.

Every year during the festival, CKUT works alongside POP to curate showcases, promote events, and coordinate a weekly radio residency hosted by POP staff and volunteers. Not only does this provide valuable exposure for the festival, it also serves as an opportunity to launch the careers of local artists who play during POP. Grimes, the Arcade Fire, and Ought are just a few examples of Montreal artists who started their careers with support from CKUT.

CKUT is an essential force within the local music scene. Their history as a groundbreaking, innovative media resource has been invaluable not only to POP but to the entire Montreal arts community. In a world of increasingly corporate media, local grassroots outlets like CKUT become increasingly valuable for both creative producers and listeners hungry for new sounds and ideas. We sincerely hope they can continue their role as Montreal's most adventurous radio station for many years to come.

Sincerely,

**Creative Director**  
Daniel Seligman

