



**GOVERNOR GENERAL'S  
PERFORMING ARTS AWARDS FOUNDATION  
FONDATION DES PRIX DU GOUVERNEUR GÉNÉRAL  
POUR LES ARTS DU SPECTACLE**

## **NEWS RELEASE**

**March 23, 2010**

**For immediate release**

### **Enbridge Inc. named new Presenting Sponsor for Governor General's Performing Arts Awards Gala at the National Arts Centre**

**Ottawa (Canada)** — Enbridge Inc. has signed a multi-year deal as the new Presenting Sponsor for the Governor General's Performing Arts Awards Gala, which takes place every spring at the National Arts Centre. The sponsorship, which is for two years with an option for three, represents an important investment in the Canadian performing arts.

"We are honoured that Enbridge has committed to this far-reaching sponsorship that will benefit the arts in Canada in so many ways," said Jayne Watson, CEO of the National Arts Centre Foundation. "To have a partner like Enbridge agree to multi-year support exemplifies their dedication to the causes they support. We are delighted to be working with Enbridge whose support for the arts in Canada is far reaching and significant."

"Enbridge is delighted to serve as Presenting Sponsor," said D'Arcy Levesque, Enbridge Vice-President, Public & Government Affairs. "We've supported the National Arts Centre for over a decade through our investments in the regional Alberta, Quebec, and BC Scene festivals, and look forward to supporting the upcoming Prairie Scene festival. We consider these investments and others to be part of our commitment to help build sustainable communities in our country."

Ms. Watson added: "We are also grateful for Bell's past support of the Governor General's Performing Arts Awards. Over the years, this event has become one of the most important happenings on this country's annual cultural calendar."

Created in 1992, the Governor General's Performing Arts Awards are the most prominent artistic honour bestowed upon Canadians in the performing arts.

This year, Bryan Adams, Françoise Faucher, Walter Homburger, Edouard Lock, Robin Phillips and Buffy Sainte-Marie have been named recipients of the Governor General's Performing Arts Awards for Lifetime Artistic Achievement. This award is accompanied by two special awards which recognize individuals taking the performing arts in inspiring new directions. The Ramon John Hnatyshyn Award for Voluntarism in the Performing Arts is given this year to Mohammed and Yulanda Faris, and Yannick Nézet-Séguin will receive the National Arts Centre Award.

The Governor General's Performing Arts Awards also feature a unique [Mentorship Program](#), which unites past Lifetime Artistic Achievement Award recipients and talented mid-career artists. The program serves as a creative catalyst and as an investment in future Canadian artistic achievement. Distinguished actor Gordon Pinsent, who received a Governor General's Performing Arts Award in 2004 has chosen to

mentor Kevin Loring, an extraordinarily talented young actor and playwright, and winner of the 2009 Governor General's Literary Award for Drama for his play *Where the Blood Mixes*.

The 2010 recipients will be honoured at various events in Ottawa from April 29 to May 1. On April 29, the recipients will be introduced in the House of Commons, followed by a Parliamentary Reception. On April 30 at Rideau Hall, Her Excellency the Right Honourable Michaëlle Jean, Governor General of Canada, will present the country's highest performing arts honour to each recipient at a special ceremony and dinner. On May 1, the National Arts Centre will host a sparkling Gala to celebrate the 2010 recipients, a star-studded celebration featuring superb performances, evocative film portraits, and personal tributes by guest stars.

Tickets for the **Governor General's Performing Arts Awards Gala** on Saturday, May 1, 2010 are on sale at the NAC Box Office and through Ticketmaster, 613-755-1111 or [www.ticketmaster.ca](http://www.ticketmaster.ca).

The National Arts Centre is proud to produce the 2010 Governor General's Performing Arts Awards Gala presented by **Enbridge** and in partnership with the **Governor General's Performing Arts Awards Foundation** and the **National Film Board of Canada**. The Awards are presented with the support of the **Department of Canadian Heritage** and the **Canada Council for the Arts**. The GGPAAF gratefully acknowledges National Partners **McDonald's Restaurants of Canada**, **Pratt & Whitney Canada Corporation** and **Weber Shandwick Worldwide** and Regional Partners **Cisco** and **Groupe Aeroplan**. The GGPAAF also acknowledges the significant contributions of **Bell**, **Corus Entertainment**, **Gowling Lafleur Henderson LLP**, technology partner **IBM**, **Llama Communications**, automobile sponsor **Mark Motors of Ottawa**, **Optima**, media partner **The Ottawa Citizen**, **The Royal Canadian Mint**, **St. Joseph's Communications** and **Wind Mobile**. Grateful thanks also go to the National Committee of volunteers, including Co-Chairs M. Ann McCaig, C.M., A.O.E., LL.D and James S. Kinnear.

### **About Enbridge**

Enbridge Inc., a Canadian company, is a North American leader in delivering energy. As a transporter of energy, Enbridge operates, in Canada and the U.S., the world's longest crude oil and liquids transportation system. The Company also has a growing involvement in the natural gas transmission and midstream businesses, and is expanding its interests in renewable and green energy technologies including wind and solar energy, hybrid fuel cells and carbon dioxide sequestration. As a distributor of energy, Enbridge owns and operates Canada's largest natural gas distribution company, and provides distribution services in Ontario, Quebec, New Brunswick and New York State. Enbridge employs approximately 6,000 people, primarily in Canada and the U.S. Enbridge's common shares trade on the Toronto and New York stock exchanges under the symbol ENB. For more information, visit [enbridge.com](http://enbridge.com). Enbridge Energy Company, Inc. is an indirect wholly owned U.S. subsidiary of Enbridge Inc.

-30-

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