



What is »canada alternative«?

»canada alternative« is an **Internet-platform to promote Canadian independent alternative music**. There is a bad, or no connection between Canadian bands/musicians and the European public, and we think that could and should change. It will be promoted mostly in **Germany and across Europe**, but the Internet is international, isn't it? Therefore it will work **also inside Canada**. It will be kind of a **knot for a worldwide scene** and work for bands and their audiences. We call it **a swarm power thing**.

Who is it for?

Alternative to us means any band or musician **independent from corporate labels**. This means Punk Rock, Hardcore, Progressive, Math-Core, Singer/Songwriter (even spoken word), Jazz, Country, Folk, Circus – what ever you do... Everybody who is serious and publishes music, is going on tour, is publishing DIY, or is connected to independent labels is welcome. We do not want any sexist, homophobic, racist or whatever bullshit on this site, so we have to check on bands we do not know personally or by recommendation.

How does it work?

»c-a« will become over time a **platform** for great bands and musicians in **central Europe** where it will be promoted. **Music lovers** will learn that there is always something interesting going on, therefore fans will visit the site more than once. The trademark »canada alternative« is proof for high quality, classic bands and newcomers as well.

Why the whole thing?

Because surprisingly nobody has done it yet. We have been involved in the underground/alternative scene for many years, and we asked ourselves: Why is there not **a strong alternative presence in the Internet?** If there is better communication then there are possibilities. Better communication makes the music scene stronger, but also the alternative scene in general. **This is important**. We feel that there should be an **alternative virtual world outside of MySpace, Last.fm, facebook and Rupert Murdoch**. Also, we are music lovers and hate to see bands play in front of 12 people and sell only three CD's, or T-shirts. It could also work for the USA and Europe – we already booked the domains. It will be internationally linked, which is an additional benefit. **This should turn into a great music-network**.

Why does it makes sense for bands to join in?

»c-a« is a loudspeaker. It will **get your word and music out there**, because it is a cheap way of getting good communication and self promotion going. You can post a few songs, so people can listen to you right away. Everybody can get in touch with you via e-mail, you can set all kinds of links to shops (i-tunes...) of your choice and to any band related website (including your already set up Last.fm or Facebook appearances). **You will benefit from each other**. If you are a member of the SOCAN you will even receive some cash later for being on that site from the German GEMA.

How is it built?

It is a content-management-system platform (climate neutral hosting) where bands will have access to their own page/area (password protected). **You can present yourselves, post tour dates, news and photos, or get in touch with your fans or possible promoters**. You can set links to your official website, Last FM, MySpace or facebook, and i-tunes for spontaneous download sales. It will have »Infos«, »News« and so on. There will be an **internal forum only for bands** to exchange informations worldwide. If you have wishes, ideas or suggestions, let us know.

How does it finance?

Everybody puts a little money down. Each band pays **15 Euros/month the first year.** If the the site does well we will lower the costs later. If we can get **about 30 bands together** we will have enough to start off. Bands will pay for a 12 month period one time a year. With enough bands there will be money to promote the website, get more people interested and then get eventually extra cash through advertising from alterna-tive distributors, labels, fanzines and festivals... We will not start the programming unless it is secured by a stock of at least these 30 bands.

How much does it cost?

What we need to start is a good chunk of Euros for programming and some European promotion for the site. You will be able to **use the money as a tax write-off**, you get a bill, we will pay the state-taxes in Canada.

How does it spread?

In many ways. Through the Web, promotion by touring bands with provided fliers, word of mouth, e-mail newsletters and advertising in fanzines if there is enough money plus meta-tag-marketing via Internet ... We will link the site to others in the scene. We will provide you with »c a«-flyers when you go on tour in Europe, so you can promote the site (and yourself).

Is it non-profit?

No, but it's low profit. We must make enough to pay expenses (programming) and hopefully our own work to run the whole thing (administration!). If it works out great, we will be rich as shit and fuck off to Mars and **leave you all in this mess**, ha, ha...

What's next?

Spread the word: we need about 30 bands to start with, otherwise we won't have enough impact and no money to take off. So, if you know any band or musician you trust and like, **send them this pdf.** For every band you acquire you will get a discount of 3€/month for the following year. The bands should get in touch with us – we'll work out the rest. When there are enough »members« we will get the programing going. For those of you who don't know: Daniel is a professional visual designer and will do his very best (You can also check out his web-site: www.bmalx.de). Please act quickly, we want to go on-line this summer...

Think about if you want to be a part of it. Let us know if you're interested and send a mail to Maggie / **bands@canada-alternative.net**. We will send you all the information about the next step. Even write us if you think it's stupid and why, so we can improve the project. There won't be any contracts, just a simple agreement – **we will trust you on your word** and mails. We will probably need to do the money transfers at first by paypal, so it is easier for everybody. Any other ideas are welcome, so we don't have to get the banks involved in the long run.

Be with us and check out **www.canada-alternative.net**, and you can see who else is involved.

So long, **please spread the word**, take care

Maggie Rapuano & Daniel Bastian – Graf Moltke Straße 7, 28203 Bremen / Germany

Yes, we do exist – if you want to talk to us, call +49.421.703074 at work. Remember – if you live in:

– Vancouver, you are 9 hours behind our time, so call around 8 am your time (sorry)

– Toronto or Montreal, you are 6 hours behind, so call around 10 / 11 am your time (on parle francais).

or let us know by mail or leave us a message – we will call you back.