

## Buy Music and Support CBTF with FundTunes

**November 30, 2010** – The Canadian Baton Twirling Federation is pleased to announce a new fundraising program for its members and supporters - FundTunes. Through a fundraising partnership between FundTunes and Universal Music Canada, you can now purchase your favourite tracks for your music collection and raise money for Canada's baton twirlers at the same time!

On the [CBTF Page at FundTunes.com](#) [1], you purchase [5-pack](#) [2] and [10-pack](#) [3] music bundles. FundTunes sends a PIN code by email that is used on the ChooseYourSongs website as payment for the songs to be downloaded. A portion of the proceeds from each sale is returned directly to CBTF.

Buying music and giving to charity is a great experience. We invite you to buy some music for yourself or e-gift to a friend. Either way, you'll be giving back and getting some great music!

### *How It Works*

Give back and get music! The next time you are looking for a new song for your MP3 player, visit the CBTF page at FundTunes.com.

FundTunes is powered by Universal Music Canada's download store, [chooseyoursongs.com](#) [4], featuring hundreds of thousands of songs from well-known artists - from U2 to Jonas Brothers. As the leader in digital music downloads, Universal Music Canada's library includes new releases, Top 100, Pop, Rock, Country, R&B, Jazz, and much more. When donors purchase their music bundles at FundTunes, they instantly receive a pin code by email and a link to [fundtunes.chooseyoursongs.com](#) [5] to download their digital music selection using their pin code as payment.

### *About FundTunes*

FundTunes was founded by Toronto entrepreneurs, Ed Alvarez and Justin McCartney, who have a background in high-level sports and recognized the need for a better way for local sports teams to raise money. "We came up with the concept of building your music library while helping your team, charity or cause," says Ed Alvarez. "We remember going door-to-door selling chocolate almonds as kids trying to raise money for our team. We also remember our parents buying the remaining boxes when we weren't able to sell our quota."

"Today downloading music has such mass appeal," adds Justin McCartney. "By tapping into how people communicate using email and social media networks, FundTunes is a great fundraising tool for any type of organization, large or small - from local sports teams to national charities."

"Universal Music Canada is honoured to be the digital music provider for FundTunes," says Lisa Sharkey, Manager, Special Markets & Partnership Marketing, Universal Music Canada. "Everyone can relate to FundTunes as we all have our favourite songs along with our favourite causes that we like supporting. Now we can download music while raising money and making a difference for our community."

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**Links**

[1] <http://www.fundtunes.com/categories.php?category=Canadian-Baton-Twirling-Federation> [2]

<http://www.fundtunes.com/products.php?product=CBTF-5%252dSong> [3]

<http://www.fundtunes.com/products.php?product=CBTF-10%252dSong> [4] <http://www.chooseyoursongs.com/> [5]

[http://www.chooseyoursongs.com/content/viewer.aspx?cid=CYS\\_Home](http://www.chooseyoursongs.com/content/viewer.aspx?cid=CYS_Home)