

The Source announces partnership with iHeartRadio Canada and offers customers the Ultimate Canadian Music Experience

Partnership with iHeartRadio Canada provides customers with access to special offers, and amazing promotions and contests.

BARRIE, ON, June 8, 2017– The Source, Canada’s neighbourhood tech specialist has announced their newest partnership with iHeartRadio Canada, which provides easy access to Canada’s favourite local radio stations. This partnership offers exciting opportunities, offers and contests for The Source customers and music fans alike.

“The Source has always had strong ties to great music,” said Ron Craig, Vice President, Marketing and Business Development at The Source. “As one of Canada’s leading retailers of top brand audio products, a partnership with iHeartRadio Canada is a natural fit. We’re excited to be able to bring our customers access to an unbelievable music experience during the 150th anniversary of Canadian confederation.”

The Source is in the midst of comprehensive transformation. Retail stores are being renovated to a new design that offers a more experiential shopping environment. The website has been updated and replatformed and the merchandising strategy is being redefined across all key categories. Audio represents a significant part of The Source business and with a product lineup that includes leading consumer brands like Bose, Beats, Sony and Skullcandy, The Source continues to grow its share in this important category.

To celebrate Canada’s 150th anniversary of confederation, The Source and iHeartRadio Canada are partnering to bring The Source customers The Ultimate Canadian Music Experience. This contest will offer The Source customers the chance to win an incredible trip to four amazing iHeartRadio Canada concerts across the country. Winners will receive exclusive access, transportation and accommodations, in Vancouver, Montréal, Toronto, and the recently announced iHeartRadio WestFest, July 8 in Calgary. The contest will be promoted across all The Source stores, The Source flyer, as well as various online and social media outlets. Customers will have the chance to enter for their chance to win from June 1-21 online at www.iheartradio.ca/thesource.

About The Source

The Source is Canada’s largest consumer electronics retailer with over 550 locations nationwide. Over 70 per cent of Canadians live within five kilometres of stores operated or licensed by The Source. Retail locations and thesource.ca offer a wide range of brand name consumer electronics including communications, home entertainment, home office and sound products. For more information, visit www.thesource.ca.

About iHeartRadio Canada

iHeartRadio, a best-in-class customizable digital listening experience and live events brand, is now in Canada through a partnership between Bell Media and iHeartMedia. A leader in innovative radio programming throughout Canada, Bell Media features the country’s most dynamic, popular, and respected radio brands, including Toronto’s CHUM FM, Canada’s #1 FM station, and the ÉNERGIE group in

Québec, as well as international brands like Virgin Radio. In the U.S., iHeartRadio has surpassed [90 million registered users](#), reaching milestones at a rate faster than Facebook or any other streaming music service. In addition, iHeartRadio's registered user milestone does not account for the millions of listeners who tune into iHeartRadio's live radio streams without registering.

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