

Amplify BC

Impact Report

Adapting and Moving Forward:
Supporting British Columbia's
Music Industry through COVID-19

APPLAUSE

Creative BC gratefully acknowledges the unceded ancestral territories of the 34 First Nations language and cultural groups upon whose homelands the province's creative industries work and live.

Amplify BC invested \$15M over two years into the future of B.C.'s music industry

Image: Genevieve Jaide by Indigo Portrait Co.

Delivered by Creative BC, Amplify BC grant programs renewed for 2019/20 provided impactful funding for B.C.'s artists, industry professionals and music companies. By March 2020, 7.5-million was invested by the Province of British Columbia through Amplify BC to grow and develop B.C.'s music industry when the global pandemic hit. As COVID-19 reached B.C., and gathering restrictions resulted in the cancellation of all live music performances, Creative BC offered maximum flexibility to grant recipients facing new realities.

In-depth industry consultations resulted in the redesign of Amplify BC programs to meet the needs of an industry in crisis. Support from Amplify BC helped the industry endure, adjust, and evolve during these unprecedented times. The renewal of the \$7.5M Amplify BC fund by the Province of British Columbia in the following 2020/21 fiscal year was vital in helping protect industry infrastructure and assisting survival of the many festivals, venues, live music presenters and music companies reliant on performance revenues.

This summary outlines how Creative BC tuned in to the needs of B.C.'s music sector and adapted the design and delivery of Amplify BC in FY2019/20 and FY2020/21.

Between April 2019 and March 2021, Amplify BC:

Processed
1,846
Applications

Delivered
\$16.4M
to the industry

Funded
640
Projects
+
742
via Showcase BC

supporting artists, companies, live music presenters, and industry development projects

The pandemic increased demand for Amplify BC programs by

50%

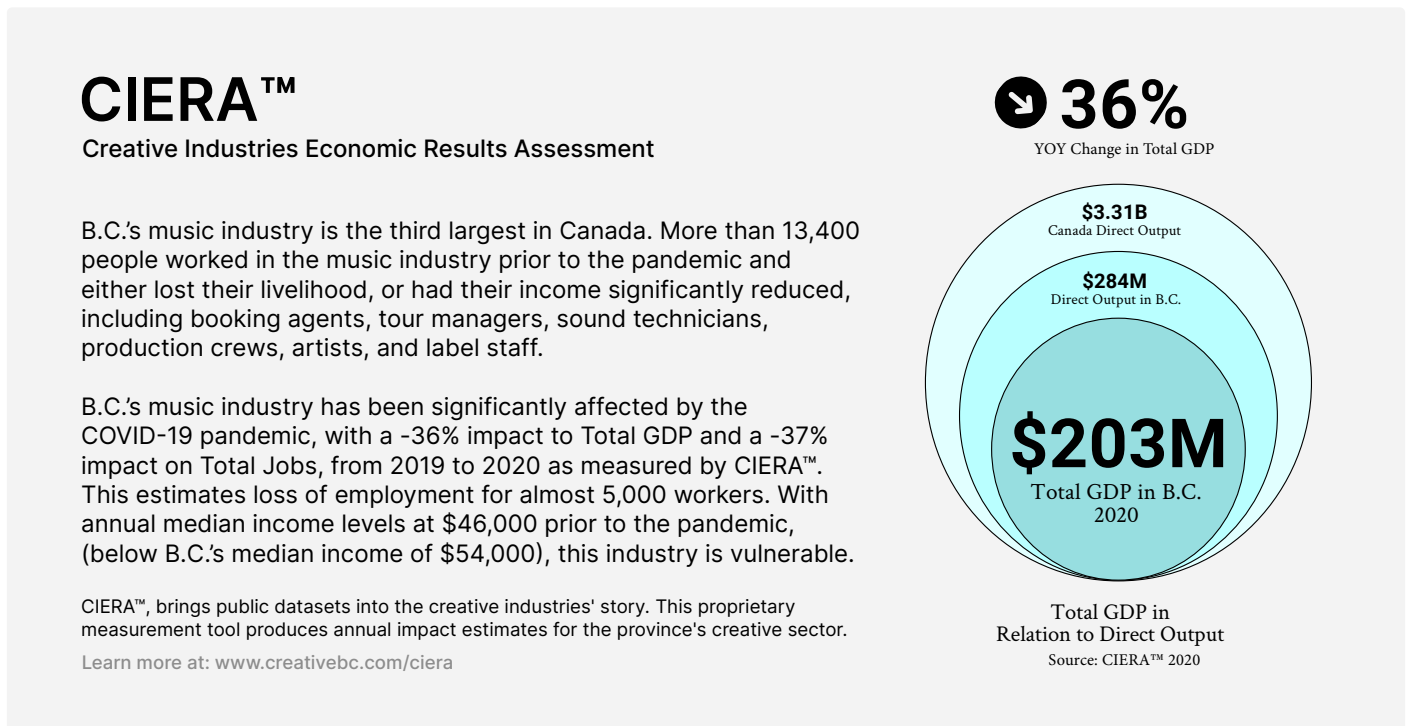
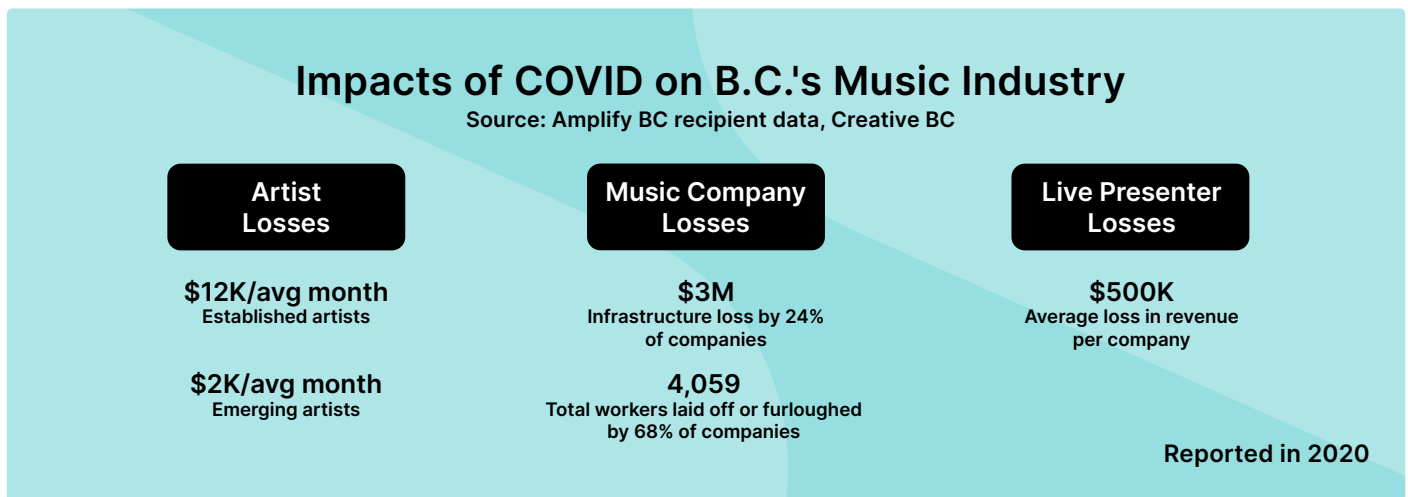
\$15.2M requested in FY2019/20, \$22.5M requested in FY2020/21

Unprecedented Impact of the COVID-19 Pandemic

Prior to the pandemic, live music was a key driver of the industry’s economic activity, creating the majority of jobs and stimulating tourism across the province. Measures to stop the spread of COVID-19 resulted in mass cancellations and postponements of concerts, festivals, and tours around the world. Impacts were abrupt, live music collapsed and associated revenues dissipated entirely.

The shutdown of live music performances impacted the entire music industry ecosystem, with artists unable to earn a livelihood, venues struggling to pay rent, booking agencies and production companies laying off employees, and record labels postponing album releases until touring resumed.

The live music industry was the first to be hit by COVID-19 and will be one of the last to recover.



Rapid Response and Extensive Industry Consultation

In the early days of the pandemic, the Province of B.C. acted swiftly to connect with the creative sector. MLA Bob D'Eith, Parliamentary Secretary for Arts and Film, led **roundtables with 160+ music industry leaders to assess the impact of COVID-19 measures on artists and companies**. Together, they identified the urgent needs of the industry and tested proposed directions for renewed Amplify BC funding programs. These industry consultations were critical to informing the development of relief and recovery measures targeting the needs of industry. Creative BC also engaged with **140+ industry stakeholders to inform the design of programs**.

Creative BC's Music Industry Advisory Committee also acted as a key advisory body to Amplify BC, representing a broad range of music companies, artist-entrepreneurs and industry partners at the provincial and national levels.



ActSafe played a critical role maintaining ongoing communication with the provincial health authority, helping event presenters understand and navigate provincial health regulations, providing timely support to individual presenters in addition to weekly online discussions, resources, training sessions and advocacy.



Music BC led the music industry in the creation of a reopening plan, working with ActSafe, industry groups and other related sectors. The Safety Guidelines For Reopening The Music Sector In British Columbia were released on September 8, 2020, after approval from the provincial health authority.



Vancouver Inter-Cultural Orchestra by Alistair Eagle

Redesign of Amplify BC

After the onset of COVID-19, Creative BC extended maximum flexibility to FY2019/20 funding recipients. Recipients were given additional time to adapt to new ways of operating in order to complete their projects. Matching investment was no longer required, with grants funding 100% of project expenses. Creative BC also created a directory of COVID-related supports, communicating frequently and proactively to bridge the gap in lost revenues and assist with urgent needs and recovery.

To provide immediate support to B.C. musicians affected by the COVID-19 pandemic, Creative BC quickly launched a new program called Showcase BC in April 2020. Showcase BC provided micro-grants to B.C. artists for online performances, songwriting, and professional development. Grants were automatically offered to all eligible artists that had previously applied to Amplify BC programs after April 1, 2017. Artists that chose to deliver online performances promoted their events on ShowcaseBC.ca, a timely online hub for B.C. streamed events. The launch on April 16, 2020, one month after B.C.'s first restrictions, involved an online concert hosted by Premier John Horgan.









**742 artists received Showcase BC grants for a total of \$623,000.
Emerging artists received \$500 and established artists \$2,000.**

Responding to industry feedback, Creative BC redesigned FY2020/21 funding programs to provide fast and flexible operational support to keep companies afloat. Funding was awarded based on need, urgency, and impact, filling the gaps in existing federal supports and other emergency programs. B.C. was the only province in English Canada during the pandemic to pivot and provide operational support for their provincial music industry. Artists and industry development projects continued to be supported through existing programs, supplementing emergency support provided to artists through Showcase BC.

Creative BC's speed in the redesign, streamlining and delivery of programs resulted in rapid allocation of critical funds to assist with the most pressing needs, thereby making the difference between survival and closure for many companies. Creative BC also renewed partnerships with Music BC and First Peoples' Cultural Council, providing significant flexibility for adapting their programs and initiatives to meet the needs of industry and to shift to new delivery models due to COVID-19 restrictions.

Amplify BC Programs

Creative BC launched funding programs to support different facets of the music industry, including artists, live music, music companies, and industry development. Prior to the pandemic, Amplify BC programs were designed to support expanded activity, selecting projects and companies demonstrating growth and the creation of new jobs. During the pandemic, programs shifted to provide stability, to sustain economic activity, to support artists and companies to innovate and adapt.

	FY2019/20 1,027 Grants	FY2020/21 355 Grants
 <p>Live Music</p>	<p>64 live music presenters funded. In 2019/20, this program supported the economic growth of B.C.'s live music sector, funding live music performances for audiences and artists, supporting business development activities, and enhancing music tourism throughout B.C.</p>	<p>95 live music presenters funded. In FY2020/21, this program provided operational support for venues, festivals, and concert presenters affected by COVID-19 to protect existing infrastructure and jobs.</p>
 <p>Music Company</p>	<p>33 projects funded. In FY2019/20 this program supported the growth, capacity, and sustainability of B.C.-based music companies through investment in business development activities.</p>	<p>99 companies funded. In FY2020/21, this program provided operational support for music companies affected by the COVID-19 pandemic to protect existing infrastructure and jobs.</p>
 <p>Career Development</p>	<p>162 projects funded. In both FY2019/20 and FY2020/21, this program supported the economic growth and career development of emerging and established artists in B.C., funding sound recordings, music videos and marketing initiatives, as well as attracting national and international business to B.C. recording studios.</p>	<p>113 projects funded.</p>
 <p>Music Industry Initiatives</p>	<p>26 projects funded. In both FY2019/20 and FY2020/21, this program supported initiatives that grow and develop B.C.'s diverse music ecosystem, funding projects that support training, skills development, export activities, business development, research, and up-and-coming talent.</p>	<p>28 projects funded.</p>
 <p>Showcase BC</p>	<p>742 artists funded. This one-time program provided fast micro-grants to B.C. musicians affected by the COVID-19 pandemic in FY2019/20.</p>	 <p>20 projects funded. This one-time program supported innovative projects, platforms, and services to address the needs of B.C.'s music industry due to COVID-19 in FY2020/21.</p>

In addition to the above programs, Amplify BC provided funding to strategic industry partnerships, special projects and research.

Amplify BC Impacts

FY2019/20 and FY2020/21

COVID Relief	Digital Transformation	Industry Development	Economic Impact	B.C. IP + Talent
95 live music presenters received operational support	236 online performances were delivered by B.C. artists through Showcase BC	16 international and domestic trade missions with B.C. presence	\$25M in direct economic investment stimulated	201 sound recording projects for B.C. artists, recording 1,705 songs in 29 genres
99 music companies received operational support	176 performances by 1,179 artists were funded and promoted through SoundON	4 research projects funded, and 273 training opportunities benefitted 5,750 industry participants	1,563 jobs saved through operational support	351 videos & 166 marketing initiatives building audiences for B.C. artists
742 artists supported via Showcase BC for online performances, songwriting professional development	20 artists received tools to record virtual Indigifest performances	3 new music city strategies underway in Kelowna, Surrey, and Victoria	434 new hires occurred in funded company projects	828 B.C. artists performed at funded live music events

Protecting B.C.'s Industry Infrastructure

Amplify BC support was essential in protecting venues, spaces, and B.C.'s skilled workforce during the pandemic. Programs filled the gaps of other supports, ensuring the greatest chance of survival for B.C. music industry infrastructure. Funding delivered to live music presenters and music companies was used for urgent needs, including rent, insurance, keeping employees on payroll, and implementing strategies for adapting and pivoting.

61% of live music presenters and 41% of music companies said 2020/21 Amplify BC operational support funding was critical to helping them stay in operation.

For the majority of the pandemic, live music presenters were unable to operate as per normal. Many presenters lost all revenues and turned to livestreaming as a means of maintaining a connection with their audience as well as keeping staff employed, although this was difficult as livestreaming earned minimal revenues.

"I am so grateful and this couldn't have come at a better time... Thank you so much for all that you do. So, so grateful. And so thankful that this exists to help myself and all the other companies struggling right now."
- Jesse Faubert, Common Sound (Kamloops, B.C.), Music Company Development Recipient

"The funding literally kept us in business and it also made it so we could pivot and try to find new revenue streams. Without Creative BC and its staff, we would have closed after 7 years of profitable business."
- Live Acts Agency (Mission, B.C.), Live Music Recipient

Sustaining Economic Activity + Employment

In the 2019/20 and 2020/21 fiscal years, \$16.4 million in investment resulted in \$25 million in expenditures, generating a 1 to 1.5 economic return. Every \$1 of Amplify BC triggered \$0.52 in private sector expenditures and \$0.12 in federal funding, supporting projects to benefit B.C.'s music industry. Due to COVID-19 measures, this is a marked decrease in economic stimulation compared to previous years, where \$1 invested resulted in \$3 of economic activity (which included \$0.14 in federal funding and \$2.25 in private sector investment).



"Given the numerous challenges we've faced during COVID-19, this grant may very well be the difference between bankruptcy and being able to keep live music alive for years to come. I thank you on behalf of not only myself and The Queen's, but also the artists, promoters, and staff we have at our venue.... This was truly a blessing that we will forever be grateful for."

- **Chengcheng Yang, The Queen's (Nanaimo, B.C.), Live Music Recipient**

"The Creative BC funding was the reason our company was able to stay in business and keep key staff on during the pandemic. It was given out at the most critical time for our sector."

- **Timbre Concerts (Vancouver, B.C.), Live Music Program Recipient**

Supporting Industry Adaptation + Innovation

Digital transformation, adoption, and skill-building has been occurring across the industry at record pace to ensure the survival of companies and careers. This rapid acquisition of online skills, tools, and capacity will be beneficial for the future development of the industry and improve the global reach of B.C. music and companies

65% of companies who received operational support implemented new income streams or offered new services as a result of the pandemic

Amplify BC funds have continued to provide opportunities for training, mentorship and professional development. Due to the pandemic, the majority of training opportunities shifted focus to improving technical skills and the use of online tools to promote artists and stay connected with audiences.

Many artists focused on content creation during the pandemic—writings songs and growing B.C. intellectual property that will bring in revenues for years to come. Showcase BC funded 452 artists in the area of songwriting, supporting the creation of two new works each.

"Having lost all my live touring and needing to adapt to online, the funding initiative helped me get focused early on learning how to adapt. While lost at sea it was a project that gave my music focus thank you."

- **Jenny Lester (Smithers, B.C.), Showcase BC Recipient**

Engaging with Communities Across B.C.

In designing and delivering funding programs, Creative BC is committed to supporting the full range of B.C.'s music industry, including regional activity, the many genres and business activities within the music industry, and representation of Indigenous, Black and People of Colour, 2SLGBTQIA+ people, people living with disabilities, and women. As a result of four years of regional outreach and the prioritization of regional applications, funding for regional applicants and underserved groups has continued to improve year-over-year.

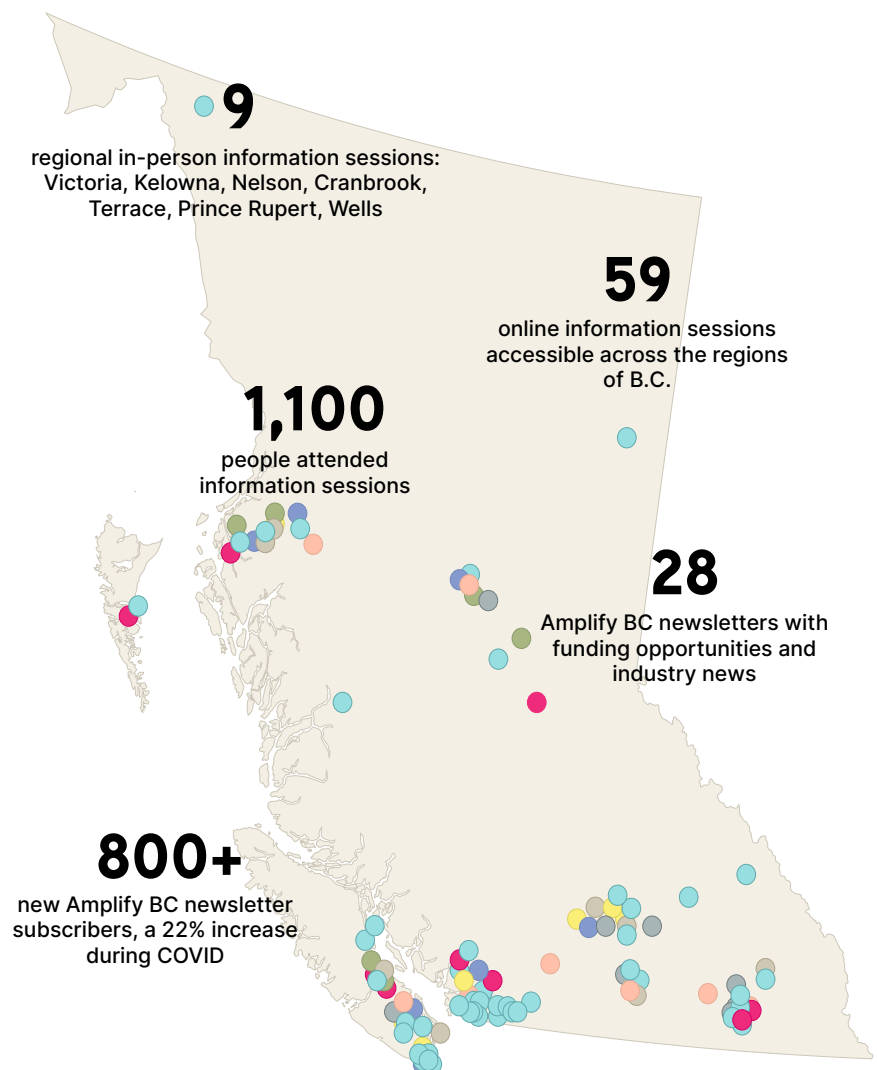
Creative BC placed increasing priority on projects by and for underserved groups, and in turn, is receiving more applications from underrepresented groups than ever before.

Showcase BC was an opportunity to fund all artists who had previously applied to Amplify BC programs through Creative BC, Music BC, and FPCC. This micro-grant program quickly distributed funds across the province to many new recipients, funding more regional applicants than across other programs and partnerships combined.

Representation of underrepresented groups has increased across all tracked groups from FY2019/20 to FY2020/21, as a result of outreach, grant coaching, increased weighting in evaluation and Justice, Equity, Diversity, Decolonization, and Inclusion statements in program guidelines.

New! Grant Coaching

Creative BC expanded its outreach program to include free grant coaching, testing the idea first with the Career Development program in FY2019/20. In FY 2020/21, **12 outreach consultants** from underrepresented groups and regions of B.C. shared funding opportunities with their networks and communities, reaching out to potential applicants and delivering 1-hour grant coaching sessions. **154 grant coaching sessions** supported prospective applicants resulted in **116 applications to Amplify BC**. Overall, **outreach and grant coaching resulted in \$620,000 in funding** for underserved communities.



50 people attended **Womxn Rising**, a two-day conference for women and non-binary artists and professionals, creating a dialogue to address the lack of gender parity within the music industry, and to educate, equip and empower attendees to pave their own path forward.



Jill Barber

Jill Barber's new album *Entre Nous* debuted at #1 on the iTunes Jazz Charts and reached #2 on the Nielsen Connect National Jazz Chart. *Entre Nous* streaming figures have amassed over 4 million spins on Spotify and over 5 million across platforms. As part of this campaign, Jill Barber teamed up with Shocap to do an augmented reality livestream at the Palomar.



5X Festival

5X Festival reimagined their 2020 festival as an app-based, interactive, online experience called 5X Race to the Stage. 2K daily users combined creativity and movement each day, uploaded content and logged their activity to discover over 40 stages, unlock exclusive content, merchandise and prizes. 30K people downloaded the app.



Ben Klick

Ben Klick from West Kelowna recorded a song to add to his catalogue on social media and digital download platforms. This video garnered over 30K views and was added to SiriusXM CBC Country.

IAMTHELIVING x Teon Gibbs' album *JNGL* was nominated for best R&B album at Breakout West and hit #8 on the NACC Radio Hip Hop Chart. **IAMTHELIVING** was also nominated for a 2021 JUNO Award.

Recipients Spotlight

FY2019/20–FY2020/21



IAMTHELIVING x Teon Gibbs
by Sterling Larose

Here & Now Productions launched an entirely new service, helping new and existing clients deliver high quality live-streaming concerts and small audience hybrid events while adhering to all provincial COVID-19 safety measures. They produced over 100 streaming events for festivals, presenters and artists, creating six new jobs.



Here & Now Productions

Echoplant Recording Studios made substantial upgrades to hardware, improving functionality of the studio, while creating two new jobs in the B.C. music industry and using social media to attract clients. Owner Ryan Worsley won a 2020 JUNO Award for Jack Richardson Producer of the Year.



Echoplant Recording Studios

EarWorm Sound in Campbell River launched *studiobox*, a home recording kit for musicians, voiceover actors, and podcasts to make professional-quality recordings. *Studiobox* includes all hardware and software for a home studio, with training videos and virtual technical support provided by EarWorm Sound.

Amplify BC Partners

Creative BC continued partnerships with Music BC, the First Peoples' Cultural Council (FPCC), and DigiBC to deliver programs and additional funding streams as part of Amplify BC.



Creative BC invests \$500,000 annually in FPCC's Indigenous Music Initiative, with a focus on increasing opportunities for Indigenous music industry professionals to participate in and influence B.C.'s music industry.

To support Indigenous artists, presenters, and professionals through a pandemic that prohibited travel and halted all ability to tour, and impacted the safety of elders and remote communities, FPCC pivoted to grow digital capacity. Training and equipment developed the ability of artists to create online content and the launch of a new streaming platform shared Indigenous performances.

The skills and equipment have allowed artists to self-record and produce, aiding them in adapting to the digital music landscape. Artists are sharing the learnings and equipment with their communities, investing in the long-term virtual performance capacity of the Indigenous music sector.

The Investment Supported

- **6** mentorship projects for professionals and artist-entrepreneurs
- **13** projects supporting Indigenous-controlled studios and recording professionals
- **2** artists supported for touring and marketing
- **20** artists participated in the Virtual Performance Training Program, receiving 'studio in a box' kits along with audio and video production training. Artists then recorded performances for Indigifest reaching online audiences of **3,568**.
- The launch of **Virtual Feast**, an Indigenous owned livestreaming platform, providing training and equipment for **2 digital media hubs**. This platform created opportunities for connecting remote First Nations communities across the province and allowed Indigenous artists and festivals to retain control and copyright of their own content.



Music BC is B.C.'s industry association, representing 1,100+ artist-entrepreneurs and music companies. Creative BC's partnership with Music BC invests \$1.2M annually in professional development, export and showcasing, business travel, and tour support for artists.

Music BC played an essential role in supporting B.C.'s music industry during the pandemic, leading the development of guidelines for the reopening of B.C.'s music industry, hosting online workshops to grow digital and technical capacity, and supporting online performances by live music presenters through SoundOn.

The Investment Supported

- **129** touring and business travel grants prior to the pandemic
- **1,881** people benefitted from professional development
- B.C.'s presence at **16** trade events, showcasing 50 B.C. artists and building global connections in Canada, India, Korea, UK, USA, and the UK.
- **21** Let's Hear It! showcases and 3 Music BC stages presented **141** B.C. artists across the Province and online.
- **176** online performances funded through the first round of SoundON presented 1,179 artists to audiences of 810,000 viewers, creating employment for 1,923 crew, staff and services.
- The launch of **Jumpstart**, offering one-on-one career coaching sessions to **154** artists and industry professionals.



Creative BC committed \$100,000 in FY2019/20 to DigiBC's education project to engage youth in sound design and music composition for digital media and animation.

The Investment Supported

- **1,064** students from **62** schools across B.C.
- Free videos and instructional tools for music educators and students in B.C.

2Rivers Remix in Lytton presented their festival using Virtual Feast, streaming 33 artists over three days on the platform and available over local TV networks. Artists included Buffy St. Marie, Kinnie Star, Snotty Nose Rez Kids, and more.



Nimkish

Nimkish's album *Damage Control* charted # 1 on the Indigenous Music Countdown, received national radio play and was on national television, with appearances on *Etalk* and *Cityline*. Nimkish was also a guest curator for Amazon Music playlist *Indigenous Voices*, featured on a billboard at Dundas Square in Toronto.



The Melawmen Collective at 2Rivers Remix

Tarun Nayar led a virtual India Trade Mission on behalf of Music BC in January 2021, resulting in \$245,000 in business.



Music BC's Let's Hear It! Live Women's History Month Photo by Lindsey Blane

"Just wanted to extend my gratitude for allowing us all to keep that gear and for teaching us. The benefits that I will see personally from this are very small compared to how it will benefit my community. I will be able to apply the skills I've learned here to the language work that I do."
 – **Jeremy Pahl (Saltwater Hank)**

Partnerships Spotlight

FY2019/20–FY2020/21

Neela performs at Music BC's Let's Hear It! Live at Fortune Sound Club on March 31, 2021, celebrating Women's History Month along with Lowkita, Nicky MacKenzie, and Old Soul Rebel.



Saltwater Hank

"Music BC has been a boon for me, especially during the pandemic. The 'How-To From Home Series' has also been amazing and I've learned so many valuable things to help me get through this challenging time as an artist. Thank you!"
 – **Kele Fleming**



Loving

"I'm so grateful for all of the Music BC team's efforts to further my growth and development as an artist...including opportunities to be showcased in front of and learn from industry professionals. The constant support, generosity with knowledge and resources is unlike anything I've experienced with any other organization." – **TRS**



TRS by Timothy Nyugen

Supported by a Music BC travel grant, **Loving** performed in LA and met with Ground Control Touring, solidifying details for their album release tour in spring 2020 and confirming a US follow-up tour, projecting revenues of \$12,000+.

MAKADI

3-Year Renewal of Amplify BC Funding

Since its beginning, Amplify BC has funded hundreds of projects to support artists, companies, live music presenters, and industry development projects.

Recognizing the value of continued investment in B.C.'s music industry, the Province of British Columbia announced the three-year renewal of the Amplify BC fund on April 12, 2019, providing \$22.5M from 2021 to 2024. The Province also infused an additional \$2.5M into the industry through COVID relief related supports at the end of March 2022.

This three-year renewal and additional relief funds will provide increased stability for B.C.'s music sector as the industry rebuilds and adjusts to changes associated with COVID-19. Throughout the pandemic, Amplify BC has provided resources and support to maintain the strength of B.C.'s music industry. Looking forward, funding for recovery, adaptation and creation of B.C. IP will result in a resilient and digitally savvy industry for the future.

Allowing funding programs to grow and adapt over a three-year time span will provide increased security for the sector and contribute to the sector's economic stability and vitality of communities across the province.

Amplify BC
FY2021/22 – FY2023/24

\$22.5M
Funding Renewal
To be delivered from
2021 to 2024

\$2.5M
Funding Top-up
Additional funding to
supplement the \$22.5M,
announced in 2022

Creative BC

Creative BC has delivered music industry funding across the province since 2016. It is an independent society created and supported by the Province of British Columbia to sustain and grow B.C.'s creative sector.



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Robert Wong
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Kaitlyn Reining
Senior Program Analyst

Mizzy Mejia
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Joseph Bardsley
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Thank you

To B.C.'s music industry for its resilience, honesty, perseverance, dynamism, and collaboration through this unprecedented time and always. To the Province of British Columbia for supporting this important segment of B.C.'s economy and culture.

Music Industry Advisory Committee

Prem Gill, CEO, Creative BC (Chair)
Christine Diamantopoulos, The District
Howard Redekopp, Music BC
Jackie Dean + Sarah Kilpatrick, Music Canada
Jocelyn Greenwood, Cordova Bay
Kathryn Calder, Artist & Oscar Street Records
Lora McKay, Director, Creative Sector Branch, Tourism, Arts, Culture & Sport

Mark Jowett, Netwerk
Nate Sabine, Blueprint
Rob Calder, Secret Study
Robert Darch, Hipposonic
Rupinder Sidhu, Artist
Tewanee Joseph, Tewanee Consulting Group
Warren Dean Flandez, Artist & Studio Cloud 30

Application Evaluation Advisory Panel Participants

Alysha Brilla, Producer
Amanda Schweers, Kickstart Entertainment
Chris Brandt, BCIT Music Business Instructor
Daniel Sheinberg, Electronic Arts
Deb Beaton-Smith, Beat Music Management
Diane Blunt, City of Vancouver
Evie Lavers, Rhythm Club
Ian Locke, Artist, Producer, Composer
Jeannette Kopak
Kim Thé, Pebble Star Artists
Kristina Lao, Artist & Creative Careers Consultant
Malcolm Croome
Mark Greenhalgh, Misty Mountain Productions

Mike Schroeder, Consultant
Peter Mynett, NimbleFingers Music
Phoenix Bain, The Social Circle
Samir Bajjal, Hillside Festival
Sandra Smith, Plaid People Music Agency
Sejal Lal, Artist
Shannon Luttmer, The District
Sky Bridges, The Winnipeg Foundation
Suzette Amaya, SAMAYA Entertainment
Tanya Coghlan
Trevor Tews, Guilt & Co.
Vira Danyk (Ms.PAN!K), Interdisciplinary Artist, Producer



Book
Publishing



Interactive +
Digital Media



Magazine
Publishing



Motion
Picture



Music +
Sound Recording

Creative BC is an independent society created and supported by the Province to sustain and help grow British Columbia's creative industries: motion picture, interactive and digital media, music and sound recording, and magazine and book publishing.

The society delivers a wide range of programs and services with a mandate to expand B.C.'s creative economy. These activities include: administration of the provincial government's motion picture tax credit programs; delivery of program funding and export marketing support for the sector; and provincial film commission services. Combined, these activities serve to attract inward investment and market B.C. as a partner and destination of choice for domestic and international content creation.

The society acts as an industry catalyst and ambassador to help B.C.'s creative sector reach its economic, social, environmental and creative potential both at home, and globally.

Creative industries have an economic objective and are defined as those producing original creative content for commercial sale and global distribution.

The views, opinions, conclusions and/or recommendations expressed in these materials are those of the author(s). These materials do not necessarily reflect the official policy or position of the Government of British Columbia. The Government of British Columbia does not endorse, nor has it confirmed the validity of the information contained in these materials.

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