

ATB Financial pledges \$2 million to the National Music Centre to support Alberta storytelling

(November 19 – Calgary, AB) The National Music Centre (NMC) is pleased to announce that ATB Financial is the latest corporate partner for the new NMC project with a gift of \$2 million. The partnership will be focused on creating new storytelling programs for NMC.

“NMC is creating an iconic building, but they are also filling it with important stories that need to be preserved and shared. Storytelling is at the heart of this partnership and we’re excited to help share Alberta’s rich music heritage with NMC’s rapidly growing audience,” said Dave Mowat, President and CEO, ATB Financial.

This sponsorship will support the *Stories and Song Initiative*, which will create three different programs dedicated to telling the unique stories of Albertans from different generations and backgrounds.

The *ATB Financial Alberta Oral History Recording Project* will collect and preserve interviews with unique and powerful voices that explore Alberta’s music history from the perspectives of musicians, fans, industry pioneers, and art champions.

The *ATB Financial Alberta Stories Roadcase* will bring digital storytelling into the classroom as grade 4-6 students collect, record, and share stories of our musical heritage with other students across Alberta.

The content from these programs will be shared online and through the annual *We Are Alberta* exhibition slated to open in the new NMC building. The new NMC will open its doors in 2016, and *We Are Alberta* will be an important special exhibition that features stories that are both crowd-sourced and curated.

About the National Music Centre

The National Music Centre is the home for music in Canada and its mission is to amplify the love, sharing, and understanding of music. The new National Music Centre will be a 160,000 square-foot, architecturally stunning destination in the heart of Calgary’s East Village. It will resonate with expanded programming including education, performance, artist development, and community building collaborations—both in Calgary and across the country. Learn more about Canada’s newest national museum at nmc.ca.

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