

National Music Centre launches Trailblazers: Alberta exhibition on October 26

New exhibition at Studio Bell to honour provincial icons and icons-in-the-making

(October 25, 2018 — Calgary AB) The National Music Centre (NMC) will launch a new temporary exhibition at Studio Bell that pays homage to Alberta's own musical groundbreakers on October 26.

With the support of ATB Financial, this new exhibition, titled *Trailblazers: Alberta*, will showcase the artists who have achieved success on a local, national, and international level, while also influencing a whole new generation of artists.

In a province known for its creative and entrepreneurial spirit, you can find inspirational individuals from all over the map. *Trailblazers: Alberta* invites visitors to come connect the dots and see where some of Alberta's musical exports got their start.

It features wall graphics, video interviews, and concert footage from Alberta's hitmakers, musical masters, production pros and industry leaders, such as singer-songwriter Feist, Nickelback's Chad Kroeger, pop megastars Tegan and Sara, Grammy-winning producer-engineer Shawn Everett, and Edmonton broadcaster Holger Petersen, to name a few. It also highlights on-the-rise and emerging artists and their breakthrough accomplishments, including country songstress Lindsay Ell, Cree soundscapers nêhiyawak, blues-rockers The Static Shift, whose career was catapulted after being featured on CTV's *The Launch*, and others.

"As musicians, songwriters, and industry builders, Albertans have made a significant contributions to music in Canada and well beyond," said Andrew Mosker, President and CEO, NMC. "Through this latest exhibition, we're amplifying some of those achievements so that visitors to Studio Bell leave exclaiming, "I didn't know that happened in Alberta!"

"Trailblazers are the people who make Alberta great," said Carol Shmygol, Senior Vice President of Brand at ATB. "We believe in, and support trailblazers in the arts, as entrepreneurs and in the community. This new exhibit exemplifies what we stand for at ATB; a love of Alberta, and a celebration of the risk-takers who bring so much to our province."

Trailblazers: Alberta is the third exhibit celebrating the ATB Storyteller program and initiative to document Alberta's music history. The exhibit is accessible with paid admission to Studio Bell, and will begin running on October 26, 2018 with new stories being added over the next few years.

About ATB Storytellers

In 2015, the National Music Centre (NMC) is launched a multi-year initiative, sponsored by ATB Financial, designed to collect and connect the stories of Alberta's music history. ATB Storytellers is a

multifaceted project that includes a digital storytelling education program, an oral history recording initiative, live events with music icons, and an annual installation within NMC's special exhibitions. For more information, please visit nmc.ca/atbstorytellers.

About Studio Bell, home of the National Music Centre

The National Music Centre (NMC) is a national catalyst for discovery, innovation and renewal through music. In its new home at Studio Bell, NMC will preserve and celebrate Canada's music story and inspire a new generation of music lovers through programming that includes on-site and outreach education programs, performances, artist incubation, and exhibitions. For more information, please visit nmc.ca.

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