

Serena Ryder to headline annual NMC Out Loud Gala — Tickets now on sale!

(Calgary, AB — June 10, 2015) The National Music Centre (NMC) has announced that multiple JUNO Award-winner **Serena Ryder** will headline their annual fundraising gala on **September 26**, 2015. **Tickets are now on sale at nmcoutloud.ca.**

The “Stompa” hit-maker will help rock out NMC’s second annual fundraising gala at the newly renovated **Simmons Building** (618 Confluence Way SE) in Calgary’s East Village, the same neighbourhood NMC is moving to permanently when their new home Studio Bell opens next spring.

“I am honoured to play a part in building a home for music in Canada,” said Serena Ryder. “The National Music Centre is a project that I fully support and I can’t wait to rock out with you, Calgary!”

NMC will invite 750 guests to bring out their inner rock star and enjoy food stations from **charbar**, the new restaurant from Charcut chefs John Jackson and Connie DeSousa, **Phil & Sebastian**, and **Sidewalk Citizen**. They can also explore pieces of NMC’s collections, bid on the silent or live auctions, and enjoy various musical acts throughout the evening. The evening builds to a large mainstage tent for a special concert from powerhouse Canadian singer-songwriter Serena Ryder.

“We set the bar pretty high for our debut gala in 2014, but we know that we will top ourselves this year and raise more critical funds for the National Music Centre,” said Joanna Barstad, Out Loud Gala committee member. “We are all so excited to have Serena perform and bring the party to the East Village.”

Tickets for the event are \$250 (plus service fees), and the event is expected to once again sell out in advance.

All funds raised will go towards NMC programming and the construction of the new NMC building, recently named Studio Bell, which is currently under construction and slated to open in spring 2016. Last year’s Out Loud gala raised over \$200,000.

Visit nmcoutloud.ca for more information on the event and to purchase tickets. Stay tuned for more Out Loud event updates and special announcements in the coming months.

About Serena Ryder

Serena Ryder is an artist adored by fans, peers and critics alike, in part due to her raw and earnest songwriting, and beautifully electric live performances. She has received numerous accolades, including four prestigious JUNO Awards, and a 2013 MuchMusic Video Award for “Stompa.” Prior to her chart-smashing album, *Harmony* (2013), she also enjoyed success with previous releases, *If Your Memory Serves You Well* (2007), and *Is it O.K.* (2009), achieving Gold-selling status. In 2012, her single “Weak In The Knees” also achieved Gold Certification.

About 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.

-30-

Media Contact:

Julijana Capone, Publicity Coordinator

National Music Centre

T 403.543.5123

C 403.710.4758

julijana.capone@nmc.ca