

## National Music Centre joins nationwide conversation for Bell Let's Talk Day to highlight healing power of music

(Calgary, AB — January 23, 2019) For the third consecutive year, the National Music Centre (NMC) is joining the conversation on Bell Let's Talk Day on January 30 to help end the stigma around mental illness, offering a full day of activities that highlight the healing power of music.

NMC will provide a range of activities accessible with paid admission to Studio Bell, including a performance by Edmonton singer-songwriter and advocate for mental health awareness, Lyra Brown.

“As someone who has personally struggled with mental health issues, I’m proud to raise my voice on Bell Let's Talk Day to encourage others to speak up,” said Lyra Brown. “Songwriting has been a form of therapy for me for as long as I can remember. My new song, ‘A Moment Ago,’ which can be streamed at [lyrabrown.com](http://lyrabrown.com) on January 30, chronicles some of those struggles.”

“Year after year, it’s been encouraging to see the community come together in support of mental health awareness,” said Andrew Mosker, President and CEO of NMC. “As a partner of Bell Let's Talk Day, the National Music Centre is committed to amplifying the healing power of music and shining a light on a struggle that many of us face.”

In addition to musical performances, specialty tours and a mental health exhibition with community partners will also be offered. Participating partners from Guitars for Vets, Calgary Counseling Centre and the Canadian Mental Health Association - Calgary will share information about their mental health services on the ground floor of Studio Bell, which is free to the public.

“Bell Let's Talk is proud to continue our partnership with the National Music Centre and support their work to highlight the ways that music can make a positive difference in the lives of those who struggle with mental illness,” said Mary Deacon, Chair of Bell Let's Talk.

### Programming schedule for Bell Let's Talk Day at Studio Bell

10:00 am – 5:00 pm	Mental health community exhibition in Canada Music Square
11:00 am – 12:00 pm	Performance by Lyra Brown in the Performance Hall
2:00 pm – 3:00 pm	NMC President's Tour with Andrew Mosker, highlighting healing and restorative power of music.
3:00 pm – 3:30 pm	Kimball Theatre presentation: “Why does music make us feel emotions?”

This event is included with admission to Studio Bell. Please visit [studiobell.ca/whats-on](http://studiobell.ca/whats-on) to purchase your advance tickets and for event updates.

### Join in on Bell Let's Talk Day

Everyone is invited to join the conversation on Bell Let's Talk Day by sending messages of support across multiple platforms to drive both awareness and action in mental health.

Bell will donate 5 cents to Canadian mental health programs for each of the following interactions on January 30, at no extra cost to participants beyond what they would normally pay their service provider for online or phone access:

- Talk: Every mobile and every long-distance call made by Bell wireless and phone customers
- Text: Every text message sent by Bell wireless customers
- Twitter: Every tweet and retweet using [#BellLetsTalk](#), featuring the special Bell Let's Talk emoji, and Bell Let's Talk Day video view at [Twitter.com/Bell\\_LetsTalk](#)
- Facebook: Every view of the Bell Let's Talk Day video at [Facebook.com/BellLetsTalk](#) and use of the Bell Let's Talk frame
- Instagram: Every Bell Let's Talk Day video view at [Instagram.com/bell\\_letstalk](#)
- Snapchat: Every use of the Bell Let's Talk filter and video view

To learn more, please visit [Bell.ca/LetsTalk](#).

### **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 home at Studio Bell, NMC is preserving and celebrating Canada's music story and inspiring 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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