

Studio Bell is the place to be for Canada Day 2019

- Free admission to Studio Bell on July 1, courtesy of Bell
- NMC and Cold Garden present: Garden Party on the King Eddy Rooftop

(Calgary, AB – June 10, 2019) Studio Bell, home of the National Music Centre (NMC), is *the* place to party for Canada's 152nd birthday. Dive into Canada's rich musical history with an array of new exhibits celebrating iconic Canadians, enjoy hands-on, family-friendly activities and pop-up performances across multiple floors, and take advantage of FREE* admission all day on July 1, courtesy of Bell.

Canada Day also marks Studio Bell's third anniversary. To thank the community for its support, NMC will be offering 50% off all NMC Memberships for one day only on July 1. Memberships will be available for purchase online at studiobell.ca/become-a-member and in-person.

"The response to our annual Canada Day bash continues to amaze us," said Andrew Mosker, President and CEO of NMC. "We doubled attendance in 2018 from our opening year with 12,000 Calgarians coming through our doors. This leap in attendance shows how far we've come as an organization since opening Studio Bell on July 1, 2016. We are so grateful for the support, and are pleased to offer 50% off all memberships to say thanks."

Studio Bell will be open on Canada Day from 10:00 am to 5:00 pm with activities that include:

- "O Canada" sing-along
- Dueling pianos from the NMC Collection in an all-Canadian song battle
- Bell commemorative digital photo experience
- Air Guitar Workshop: Geddy Lee Edition with Jett Thunders
- Jazz up your special decoder sunglasses for the Corey Hart exhibit
- Get in the chill zone with screenings of the best NMC interviews with Canadian artists
- Foot-stomping live music and barn dancing in our new Homegrown Country exhibit
- Kimball Theatre Organ performances and pop-up demonstrations of unique NMC Collection items
- Explore the iHeartRadio Lounge and the history of personal radio devices, their impact on popular music and listening habits, and the current musical landscape
- Live musical street performers outside of Studio Bell throughout the day

In addition to hands-on activities and performances, visitors can explore several exciting new exhibitions, including: *Homegrown Country*, profiling some of Canada's biggest country artists, industry builders, and new faces; *Speak Up!*, recognizing Indigenous artists making social and political impacts; *Geddy Lee's Big Beautiful Bass Exhibit*, highlighting a selection of rare and iconic bass guitars from one of rock's most revered players; and *Milestones: Corey Hart*, honouring the "Sunglasses at Night" hitmaker and 2019 Canadian Music Hall of Fame inductee.

Admission to Studio Bell on Canada Day will be first come, first served.

The entire Studio Bell building will be rocking for Canada's birthday, so cap off your day of exploring five

floors of exhibitions and interactive activities with a few beers and bites on the rooftop patio of the legendary King Eddy.

NMC and Cold Garden present: Garden Party on the King Eddy Rooftop

Calgary microbrewery Cold Garden will host a Garden Party on the Rooftop of the King Eddy on July 1 from 2:00 pm to 12:00 am. Hear DJs spinning and get a taste of Cold Garden's lineup of beloved brews and quirky feature taps in a garden oasis overlooking East Village. No cover.

Please check studiobell.ca/whats-on closer to the event for the entire day's schedule at Studio Bell.

Canada Day in East Village

Enjoy family-friendly activities throughout East Village. Stroll through the East Village Neighbourhood Association Street Fair, located along 6 Street SE between 9 and 6 Avenues, next to Fort Calgary. Explore the Central Library, both indoors and outside. Play games and shoot some hoops at The Bounce, East Village's games park located on the corner of 8 Avenue and 4 Street SE.

There is a lot to do on Canada Day in East Village, so please allow enough time for transportation. We encourage you to walk, bike or take public transit to Studio Bell on Canada Day.

For a full listing of Canada Day events in Calgary, please visit: calgary.ca/canaday.

About Studio Bell, home of the National Music Centre

Studio Bell, home of the National Music Centre (NMC), is much more than a museum. A national catalyst for discovery, innovation and renewal through music, NMC is preserving and celebrating Canada's music story inside its home at Studio Bell in Calgary's East Village. With programming that includes on-site and outreach education programs, performances, artist incubation and exhibitions, NMC is inspiring a new generation of music lovers. For more information, please visit studiobell.ca.

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