

\$10 Date Night returns to Studio Bell in 2019

National Music Centre offers extended hours and discounted rates monthly

(Calgary, AB — January 18, 2019) The National Music Centre (NMC) is pleased bring back its popular \$10 Date Night at Studio Bell presented by East Village, starting on February 12, 2019.

Visitors to Studio Bell can enjoy extended hours and discounted admission rates once per month from 5:00 pm to 8:00 pm on February 12, March 12, April 10, May 14, June 11, July 9, August 13, September 10, October 8, and November 12.

“We received an overwhelmingly positive response when we launched our \$10 Date Night events in the summer of 2018,” said Cynthia Klaassen, NMC’s Manager of Visitor and Venue Services. “These extended hours open up Studio Bell to Calgarians that can’t visit during our regular hours, including the nine-to-five crowd. We hope to welcome even more first-time visitors at \$10 Date Nights this year.”

Studio Bell is the perfect after work date night destination with five floors of exhibitions to explore, interactive activities, memorabilia from four Canadian music halls of fame, and new temporary exhibitions celebrating iconic Canadians.

Studio Bell’s new and improved public tours will also be available during \$10 Date Night events. Tours go “behind the glass” with amplified live interpretation, allowing visitors to see and hear the National Music Centre’s collection come to life. Led by musically trained guides, visitors will learn more about a rotating roster of artifacts, from the Wurlitzer Sideman drum machine to the Mellotron Tape Replay, whose eerie tones can be heard on tracks like “Strawberry Fields Forever” by the Beatles, to Garnet Amps, instrumental in the Winnipeg rock sound of the ‘60s and ‘70s.

As an added bonus, show your \$10 Date Night ticket to receive 15% off all food and beverage items at the King Eddy that same night.

\$10 Date Night runs once per month (excluding December) at Studio Bell from 5:00 pm to 8:00 pm. Advanced tickets can be purchased at studiobell.ca/whats-on. Public tours are available at an added cost of \$7 for adults, \$5 for students/seniors, and are free for youth and children (12 years of age and under). All public tours can be booked in person at Studio Bell during \$10 Date Night.

Admission to \$10 Date Night and tickets for public tours are free for NMC Members, so buy your membership today! Details at studiobell.ca/members.

Special thanks to East Village Calgary for their support of this event.

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 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.

-30-

Media Contact:

Julijana Capone, Senior Publicist

National Music Centre

T 403.543.5123 | C 403.710.4758

julijana.capone@nmc.ca | [@nmc_canada](https://twitter.com/nmc_canada)

