

## **The King Eddy Lives Again!**

### **Buy a Brick and Support the National Music Centre**

(Calgary, AB — October 26, 2015) Last week, commuters may have noticed the neon sign of the soon-to-be-complete King Edward Hotel being reinstalled. That sign will be turned on permanently when the King Eddy opens to the public in 2016.

With the Eddy's re-opening around the corner, the National Music Centre (NMC) is excited to launch the Cornerstones Project, which will allow music fans to literally mark their place in history in the restored King Eddy by engraving one of the Eddy's historic bricks.

By donating \$250 to the Cornerstones Project, NMC supporters and Eddy fans can purchase a reclaimed brick from Calgary's original "Home of the Blues" and engrave a special message on it. These bricks will then be featured on the Cornerstones Wall inside the restored building.

For over 100 years, the King Eddy—located on the corner of 4 Street and 9 Avenue SE in the East Village—was truly a cornerstone of Calgary's culture and community with musical legends, such as John Hammond, Buddy Guy, Pinetop Perkins and Otis Rush, gracing its tiny stage.

Since breaking ground on Studio Bell in 2013, NMC has carefully reassembled the historic King Eddy, honouring the original plans and returning it to its 1905 glory.

"We know how much the Eddy means to people and that's why we're investing in its future by preserving the spirit and the structure of the Eddy, while sharing its impact with the world. By purchasing a brick, you are not only becoming part of this historic live music venue, you are also supporting the National Music Centre and our commitment to sharing a love of music far and wide," said Andrew Mosker, NMC President and CEO.

Purchase a reclaimed brick for \$250, and you get to:

- Engrave a brick with your personal message (two lines, up to 16 characters each).
- Have your brick featured on the Cornerstones Wall inside the restored King Eddy.

Buying a brick will help NMC rebuild and operate this iconic venue. Visit [nmc.ca/donate](http://nmc.ca/donate) to buy a brick, and mark your place in music history.

*(more)*

**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 in Calgary's East Village, 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. Construction of Studio Bell began in early 2013 and will open in the summer of 2016. The project will cost \$191 million, and NMC has raised over \$125 million to construct the 160,000 square foot cultural space. For more information, please visit [nmc.ca](http://nmc.ca).

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**Media Contact:**

Julijana Capone, Publicity Coordinator  
National Music Centre  
T 403.543.5123  
C 403.710.4758  
[julijana.capone@nmc.ca](mailto:julijana.capone@nmc.ca)