

National Music Centre Announces Virtual Gala on December 4

Featuring performances by Jann Arden, Brett Kissel, Corb Lund, Tanika Charles, Celeigh Cardinal, Louis-Jean Cormier, and more

(Calgary, AB — November 26, 2020) The National Music Centre (NMC) will present its annual fundraising gala as a virtual event on December 4, sponsored by Mawer Investment Management and EY. This year's gala is also in association with RISE UP! Calgary.

The 2020 NMC gala, *RISE UP! A Celebration of Resilience*, filmed from the Studio Bell Performance Hall and the King Eddy, will premiere for free at 7:00 pm MT at studiobell.ca/gala2020 and on NMC's Facebook, Vimeo, and YouTube channels, and will feature a star-studded lineup.

Hosted by CCMA Award-winning country artist Brett Kissel and Canadian Country Music Hall of Fame inducted broadcaster Jackie Rae Greening, the event will include performances by Jann Arden, Brett Kissel, Corb Lund, Tanika Charles, Louis-Jean Cormier, Celeigh Cardinal, Jan Lisiecki, and the Marcus Trummer Band. Amber Marshall of CBC's long-running CBC series *Heartland* will also make an appearance.

"We are proud to contribute to this initiative from the NMC. We're long-time supporters of theirs, not to mention passionate music fans ourselves," said Craig Senyk, President and Vice Chair of Mawer Investment Management. "We applaud NMC's innovation and ability to pivot to virtual events, as well as their continuous efforts to amplify positivity in our community through sharing music. COVID-19 has hit the performing arts sector hard; events like RISE UP! will help us get through these difficult times, together."

"Our re-imagined virtual event will recognize and celebrate resilience and innovation as an organizational theme for 2020 and beyond," said Andrew Mosker, NMC President and CEO. "COVID-19 has forced those who work in the music sector to adjust to ever-changing new realities. NMC has done this knowing the vital role that music has played in healing and bringing people together during the pandemic, and how music can play a critical role in the recovery of our city, province, and country after the pandemic is over."

Since the start of the pandemic, NMC has pivoted to bring its programs online and keep audiences connected through music, launching the virtual *NMC Learning at Home* series that features lessons on science and sound; and its first ever online exhibit, *Speak Up!*, honouring 13 powerful Indigenous voices in music. The National Music Centre has also continued to find opportunities for artists to perform, bringing a wide array of musical genres into homes through livestream programs and partnerships, such as Alberta Spotlight, Stingray Classical Live from the King Eddy, and more.

"NMC is demonstrating community leadership and business resilience by providing entertainment and musical content in innovative ways—in a time when people arguably need it most," says Jaimie

Dawson, Partner at EY Canada. "We're proud to support this year's gala to help bring people and local artists together through the universal love of music."

NMC has made many significant impacts on the community since opening Studio Bell in 2016. In 2019 alone, NMC welcomed nearly 183,000 guest visits to Studio Bell (up 21% from 2018), enriching the lives of visitors through music and drawing cultural tourism to the city. NMC inspired over 15,500 school students to learn through music, presented over 240 concerts and events, hosted over 40 artists for professional development programs and residencies, and launched seven major exhibitions, among many other achievements.

The organization's tireless commitment to building community locally and nationally, and supporting artists has not gone unnoticed. NMC was honoured with two Western Canadian Music Awards in 2020 for Community Excellence and Impact in Artist Development.

NMC supporters are encouraged to tune into the virtual event on December 4 at 7:00 pm MT, and to make a donation to support the future of NMC at studiobell.ca/gala2020.

NMC is a non-governmental, non-profit registered charitable organization that relies on earned revenue and donations to keep sharing and developing Canada's national music story from our home base in Calgary, Alberta. By supporting NMC's charitable efforts, you are helping to ensure a sustainable future for National Music Centre and its programs that bring people together through the power and spirit of music.

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 registered charity and 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. Or to check out exclusive content for free, visit amplify.nmc.ca.

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