

Studio Bell to open specially for Family Day

Family-friendly activities and special offers on NMC Family Memberships on February 20

(Calgary, AB — February 1, 2017) Studio Bell is opening its doors on a Monday for a special Family Day event!

Family Day gives Albertans an opportunity for a mid-winter break to focus on spending time with family. And what better way to spend the day with loved ones than by connecting through music? **Studio Bell will be open on Monday, February 20, from 10:00 am to 5:00 pm.**

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Family Day at Studio Bell activities include:

- Live music all day
- Craft your own Sound Sandwich instrument
- NMC Educators throughout the building to help you rock out
- Kimball Theatre Organ performances at 11:30 am, 1:30 pm and 3:30 pm

“We invite families to spend the day at Studio Bell, and connect with each other through music and memories,” said Cynthia Klaassen, NMC’s Manager of Venue and Visitor Services. “For those who haven’t had a chance to visit us yet, this is a great opportunity to enjoy some great programming and snap up a family membership at a great price.”

In addition to the family programming, make sure to buy your annual NMC Family Membership for just \$60 plus GST (regular price \$110 plus GST).*

Do you already have an NMC Family Membership? Come down on February 20 and receive a coupon to save \$50 off your renewal.*

New and existing NMC Family Membership cardholders will also receive two additional admission vouchers which are good for one year and a Rosso Coffee Roasters Gift Card.

NMC Family Memberships include entry for two adults and two children (ages 3 – 18) to our exhibition space. This doesn't fit your family? Not to worry, we offer other pricing options. Ask our Front Desk staff on February 20 or call 403-543-5115 for more information.

**This is a one-day offer and only available in person on February 20, 2017. Only NMC Family Memberships are included with this offer. No rain checks.*

All programming on Family Day at Studio Bell is included with membership or regular paid admission to Studio Bell. Special pop-up shows in the Drop-In Zone on the main floor are free. **Please visit studiobell.ca/event/familyday for details on the entire day's events.**

About Studio Bell

Studio Bell, home of the National Music Centre, is a new state-of-the art facility designed by Brad Cloepfil of Allied Works Architecture (Portland/New York). An international hub for music and technology, Studio Bell is the first national cultural institution of its kind dedicated to celebrating music in Canada in all of its forms. More than a museum, Studio Bell rises in nine interlocking towers, clad in glazed terra cotta in the heart of Calgary's East Village. The 160,000 square-foot building includes five floors of exhibition space, a 2000+ piece collection of artifacts, instruments and music technology, and other features including recording facilities, workshops, classrooms, an event space, and a 300-seat performance hall. For more information, please visit studiobell.ca.

About the National Music Centre

The National Music Centre (NMC) is a national catalyst for discovery, innovation and renewal through music. 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. For more information, please visit nmc.ca.

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