

National Music Centre launches free interactive exhibition in partnership with iHeartRadio Canada

Exhibit to feature historic devices, listening stations, and a 24-screen video installation in Studio Bell's Drop-in Zone

(Calgary, AB — January 22, 2019) The National Music Centre (NMC) is pleased to launch *The Radio Lounge*, a new exhibition in partnership with iHeartRadio that explores the history of personal radio devices, their impact on popular music and listening habits, and the current musical landscape.

This “pocket-sized” exhibition features various radio devices through the ages, from historic wooden console radios to portable transistor radios, culminating with the modern digital-streaming devices we know and love today.

In addition to the artifact display, visitors will be greeted by a large 24-screen video installation featuring performance clips from some of Canada's current hitmakers and radio stars. Cozy lounge-style listening stations will be pre-loaded with the free iHeartRadio mobile app, allowing visitors to stream over one thousand commercial-free radio stations.

“This is a space that's designed for music exploration,” said Andrew Mosker, President and CEO for NMC. “With the ability to stream such an immense amount of content, the exhibition allows music fans to take a deep dive into the fascinating world of online streaming and offers a glimpse of how these technologies that all of us use have evolved.”

“We are pleased to partner with the National Music Centre on this new exhibition,” said Rob Farina, Head of Radio Content, Strategy and iHeartRadio Canada at Bell Media. “We hope that visitors will leave with a great awareness of Canadian music, and where to find it at both Studio Bell and on the iHeartRadio app!”

The Radio Lounge and NMC's partnership with iHeartRadio is a multi-year project. The exhibition is **FREE** and accessible to the public, Wednesday to Sunday, 10:00 am to 5:00 pm, and will run in Studio Bell's Drop-in Zone starting on January 23, 2019.

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.

About iHeartRadio Canada

iHeartRadio, a best-in-class customizable digital listening experience and live events brand, is now in Canada through a partnership between Bell Media and iHeartMedia. A leader in innovative radio programming throughout Canada, Bell Media features the country's most dynamic, popular, and respected radio brands, including Toronto's CHUM 104.5, Canada's #1 FM station, and the ÉNERGIE group in Québec, as well as international brands like Virgin Radio. In the U.S., iHeartRadio has surpassed 90 million registered users, reaching milestones at a rate faster than Facebook or any other streaming music service. In addition, iHeartRadio's registered user milestone does not account for the millions of listeners who tune into iHeartRadio's live radio streams without registering. For more information, please visit iheart.com.

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