

## National Music Centre takes action on Bell Let's Talk Day with music and healing programs for 2020

(Calgary, AB — January 22, 2020) The National Music Centre (NMC) is turning the mental health awareness conversation into education and action by launching a music and healing program stream in 2020, as well as hosting an event at Studio Bell on January 29, Bell Let's Talk Day.

NMC will provide a range of activities accessible with paid admission to Studio Bell on January 29, including a specialty tour and Kimball Theatre Organ demonstration. A drum therapy session led by JB Music Therapy and local organizations in support of mental health will also be on site, sharing information about their services, including Calgary Counseling Centre, Canadian Mental Health Association—Calgary Region, Kid's Help Phone, Mathison Centre for Mental Health Research and Education, Thumbs Up Foundation, and Wood's Homes.

In addition to Bell Let's Talk Day at Studio Bell on January 29, NMC is doing its part to provide action-based initiatives in 2020, including a **weekly music and healing program** for the general public that will launch by spring. In the fall, NMC will also unveil its updated **Body and Brain exhibition** with new interactives and content that highlights the strong connection between music and healing, and a **one-day music and healing summit**.

"The National Music Centre has always believed that music heals and has been committed to providing action-based initiatives through on-site and outreach programs in the community that promote the healing power of music," said Andrew Mosker, President and CEO of NMC. "This year, we are expanding our music and healing programming stream, by welcoming the public to explore mental health education and therapies throughout the year, which they can incorporate into their everyday lives."

In 2019, NMC partnered with Calgary Health Trust to support the music therapy program at Foothills Medical Centre (FMC). As a result of that program, trained music therapists from Calgary's own JB Music Therapy helped to improve the care and outcomes for a range of patients, including those in intensive care, palliative care, as well as stroke, brain injury, Parkinson's disease and dementia patients receiving neurorehabilitation at Calgary's Foothills Hospital. In 2020, this program will be expanded to provide similar care at the Calgary South Campus Hospital.

"Bell Let's Talk congratulates the National Music Centre for taking action to support community mental health groups and through its planned new music and healing program," said Mary Deacon, Chair of Bell Let's Talk. "Music helps to create positive change for those living with mental illness and this initiative by NMC is a great example of the difference we can make in all our communities."

### Programming schedule for Bell Let's Talk Day at Studio Bell

10:00 am – 2:00 pm Mental health community exhibition in Canada Music Square (FREE to the public)

- |                   |  |
|-------------------|--|
| 2:00 pm – 3:00 pm | NMC President's Tour with Andrew Mosker, highlighting healing and restorative power of music |
| 3:00 pm – 3:30 pm | Kimball Theatre Presentation: Music and Emotions   |
| 3:30 pm – 4:00 pm | Drum therapy session led by JB Music Therapy (FREE to the public)                            |

This event is included with admission to Studio Bell. Please visit [studiobell.ca/whats-on](http://studiobell.ca/whats-on) to purchase your advance tickets and for event updates.

### **Join in on Bell Let's Talk Day**

Everyone is invited to join the conversation on Bell Let's Talk Day by sending messages of support across multiple platforms to drive awareness and action in mental health.

Bell donates 5 cents to Canadian mental health programs for each of these communications on Bell Let's Talk Day, at no cost to participants beyond what they would normally pay their service providers for online or phone access:

- Talk: Every mobile and every long-distance call made by Bell wireless and phone customers
- Text: Every text message sent by Bell wireless customers
- Twitter: Every tweet and retweet using [#BellLetsTalk](https://twitter.com/BellLetsTalk), featuring the special Bell Let's Talk emoji, and every Bell Let's Talk Day video view at [Twitter.com/BellLetsTalk](https://twitter.com/BellLetsTalk)
- Facebook: Every Bell Let's Talk Day video view at [Facebook.com/BellLetsTalk](https://facebook.com/BellLetsTalk) and every use of the Bell Let's Talk frame
- Instagram: Every Bell Let's Talk Day video view at [Instagram.com/BellLetsTalk](https://instagram.com/BellLetsTalk)
- Snapchat: Every use of the Bell Let's Talk filter and every Bell Let's Talk Day video view
- YouTube: Every Bell Let's Talk Day video view at [YouTube.com/BellCanada](https://youtube.com/BellCanada)

To learn more, please visit [Bell.ca/LetsTalk](http://Bell.ca/LetsTalk).

### **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](http://studiobell.ca).

-30-

### **Media Contact:**

Julijana Capone, Senior Publicist  
National Music Centre  
T 403.543.5123 | C 403.710.4758  
[julijana.capone@nmc.ca](mailto:julijana.capone@nmc.ca) | [@nmc\\_canada](https://twitter.com/nmc_canada)

