

## National Music Centre Celebrates Gift of Giving with Free Admission to Studio Bell, Courtesy of ATB

Ring in the holiday season with free admission and discounted memberships from November 14 to December 31, 2020

*(Calgary, AB — November 10, 2020)* The National Music Centre (NMC) will celebrate the gift of giving and the local Calgary community with free weekends, courtesy of ATB, from November 14 to December 31.

As a registered charity, the National Music Centre will be encouraging music fans to leave a pay-what-you-can donation online or in-person to support NMC's operations and programs and a non-perishable food item that will be donated to the Calgary Food Bank.

Free timed-tickets must be reserved in advance at [studiobell.ca/general-admission](https://studiobell.ca/general-admission). Those without pre-booked tickets may not be admitted based on capacity limitations, and late arrivals may not be guaranteed entry.

The National Music Centre will continue to follow all health and safety protocols set by Alberta Health Services to limit the spread of COVID-19. Visitors are asked to please follow these guidelines:

- Do not visit Studio Bell if you are exhibiting symptoms related to COVID-19 or are feeling unwell.
- Mask up! The City of Calgary's mask bylaw requires the public to wear face coverings in all indoor spaces. Entry will not be permitted to those without a face mask.
- Make use of the hand sanitizer stations and handwashing facilities located throughout Studio Bell.
- Practice social distancing, continue to move through the building, and avoid crowding around exhibits.
- Follow all posted directional or instructional signage.

Visitors to Studio Bell can expect a safe, self-guided experience that takes you through the story of music in Canada, awe-striking architecture inspired by our local landscape, and rotating roaming performances. Make sure to stop at the NMC Gift Shop for an array of items, and revolving pop-up shops featuring local artisans and their wares—find unique gifts and support local this holiday season!

Guests will also be able to see the updated Speak Up exhibition, celebrating 13 powerful Indigenous voice in music; along with the newly redesigned Canadian Music Hall of Fame gallery, featuring musical instruments and memorabilia from 2020 inductee, Jann Arden. A new Community Storytellers exhibition will also open in 2020. Stay tuned for more details on the exhibit in the coming weeks.

"We know that the holiday season can be a challenge both for our financial and mental wellness. That's true this year more than ever," said Chris Turchansky, Chief Experience Officer at ATB Financial.

“At ATB, we hope providing free admission to safely enjoy Studio Bell will mean more people can experience one of the most uplifting and culturally vibrant places in Calgary.”

“As families and friends are finding ways to safely gather over the holidays, we want to welcome them back to Studio Bell to connect through music,” said Andrew Mosker, President and CEO of NMC. “We have seen how music has played such an important role in bringing happiness, comfort, and healing to so many over the past eight months, and we are eager to share NMC’s offerings so that we can help re-build our community here in Calgary and beyond.”

Alongside the free weekends, NMC will also kick off its annual holiday fundraising campaign. Visitors are encouraged to consider supporting NMC’s charitable efforts by giving in the following ways:

- Leave a **one-time donation** online at [studiobell.ca/donate](https://studiobell.ca/donate) or when visiting Studio Bell in-person over the holidays.
- Become a **monthly donor** at [studiobell.ca/donate](https://studiobell.ca/donate) and be the steady rhythm that keeps NMC on beat.
- Buy or renew an **NMC Membership** at 50% off between November 14 to December 31. Become a member at [studiobell.ca/become-a-member](https://studiobell.ca/become-a-member).
- Visit the **NMC Gift Shop** online at [nmcgiftshop.ca](https://nmcgiftshop.ca) or in-person to shop locally made music-inspired gifts. Starting on Black Friday through to Cyber Monday (from November 27-30), the online NMC Gift Shop will be offering 20% off all merchandise, so you can get a head start on your holiday shopping.
- Purchase a custom-designed **Legacy Vinyl** record at [studiobell.ca/legacy-vinyl](https://studiobell.ca/legacy-vinyl) and be visible to all who visit Studio Bell over the next 10 years.

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 National Music Centre | Centre National de Musique**

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](https://studiobell.ca). Or to check out exclusive content for free, visit [amplify.nmc.ca](https://amplify.nmc.ca).

### **Media Contact:**

Julijana Capone, Senior Publicist  
National Music Centre

T 403.543.5123 | C 403.710.4758  
julijana.capone@nmc.ca | @nmc\_canada