

National Music Centre Announces Concert, Recording, and Mentorship Series Sponsored by RBC

Series to feature Robert Adam, Lucette, Wyatt C. Louis, and Sinzere

(Calgary, AB—September 11, 2019) The National Music Centre (NMC) is pleased to announce a hybrid live music and virtual concert series sponsored by RBC, which will also include recording and mentorship sessions for four artists affected by COVID-19.

The concert series, *RBC Live from the King Eddy*, will happen at the historic venue at 8:30 pm every Friday night, from September 18 to October 9. Selected artists will perform safely from inside the Rolling Stone Mobile Studio room, and admission will be free. For those who can't make it to the show in-person, concerts will be livestreamed via the National Music Centre's Facebook page.

***RBC Live from the King Eddy* schedule:**

- September 18—Country act Robert Adam
- September 25—Alt-pop artist Lucette
- October 2—Folk songsmith Wyatt C. Louis
- October 9—Rap/hip hop artist Sinzere

Selected artists will also receive half-day recording sessions inside Studio Bell's world-class facility, and mentorship from NMC's in-house producer Graham Lessard (Basia Bulat, Kevin Drew, Reuben and the Dark, Stars, Timber Timbre), whose recordings have earned multiple JUNO Award-nominations, and a nod on the Polaris Music Prize shortlist.

"We're so pleased to be able to offer an avenue for Alberta musicians to perform live for their fans, and gain the recognition they need to become successful in their practice," said Jeff Boyd, RBC Regional President, Alberta & Territories. "We know that our creative and passionate musicians play a strong role in our community, and that they're in need of our support during this challenging time."

"Thanks to support from RBC, NMC is able to expand its RBC Mentorship and Master in Residence program to support Alberta musicians affected by COVID-19, and provide much needed performance opportunities and income to artists," said Andrew Mosker, President and CEO of NMC.

With roots in the soulful simplicity of classic country and lyrics that offer more than surface meaning, **Robert Adam** will make you nostalgic for a place you may have never known. Among the few queer country artists, he offers an inclusive take on the genre, telling stories of the people left behind in the history of country music, while creating a universally empathetic message to all.

Lucette is the moniker of Edmonton-bred artist Lauren Gillis whose self-described "country infused dream-pop" sound eschews the rootsy clichés of Americana music. Known for her velvet vocals, her writing has evolved over the years from narrative storytelling to an existential exploration and expression of emotions.

Wyatt C. Louis is a Plains Cree folk singer-songwriter based in Moh'kinstsís (Calgary). With songs built from soaring melodies, railroad-like fingerpicking, lyrical phrasing and quiet, haunting vocals, he is making a name for himself in the eclectic city.

A tour-de-force hip hop act, **Sinzere** started first as a singer, then joined a dance crew, went on to become a DJ and rapper, and then melded all those modes into one multi-faceted music identity. There is no single musical box that the Calgary-based artist can be put into. For her, music serves as a vessel to inspire people through her cutting-edge lyrics, and deep cinematic sound.

RBC Live from the King Eddy runs September 18 to October 9. Admission is free and all shows will also be streamed on NMC's Facebook page.

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.

About the RBC Mentorship and Master in Residence Programs

Sponsored by Royal Bank of Canada, the RBC Mentorship and Master in Residence programs provide opportunities for emerging artists to gain unprecedented access to masters in various genres and aspects of music. Through mentorship, lectures, and hands-on workshops, Canadian artists benefit from the unique experiences and skills of these masters. NMC recruits these masters, and works closely to develop specific programs that unpack their distinct skills to maximize benefit for participating emerging artists. For more information, please visit studiobell.ca/rbc-master-in-residence.

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