

TD Bank Group donates \$600,000 to the National Music Centre for Aboriginal exhibition content

(Calgary, AB — June 17, 2014) In recognition of National Aboriginal Day, the National Music Centre (NMC) is pleased to announce that TD Bank Group has donated \$600,000 to be used towards the development of Aboriginal content for the new NMC building, which is currently under construction.

The gift will help tell the stories of Aboriginal musicians who have made a significant contribution to music in Canada. From the protest songs of Saskatchewan-born icon Buffy Sainte-Marie to the genre-defying sounds of Inuit throat-singer Tanya Tagaq, First Nations artists have made a profound impact on shaping music in Canada. As the lead sponsor for Aboriginal Exhibitions Content Development for NMC, TD's gift will be dedicated to developing innovative and authentic content that preserves and shares the stories of Aboriginal artists.

“Working with the NMC was a natural fit for TD, building on our goal of bringing music to communities across Canada while supporting diversity, history and the rich culture of Canada's First Nations people,” said Monique Bateman, Senior Vice President, TD Canada Trust, Prairie Region. “TD is pleased to be a part of bringing the new NMC to life, and contributing to content that will preserve and celebrate the achievements of Aboriginal musicians.”

The new NMC building will open in 2016 in Calgary's downtown East Village. The 160,000 square foot state-of-the-art facility will have five floors of exhibitions dedicated to sharing the power of music and celebrating Canada's music story. This “Home for Music in Canada” will deliver an immersive, engaging and interactive visitor experience that tells the past, present and future of our country's musical stories. The building will also feature workshops, sound labs, three recording studios, a distance-learning classroom, and a radio station.

“We are grateful to TD for supporting the creation of original cultural content for generations to come,” said Andrew Mosker, President and CEO of NMC. “We are taking an inclusive approach to our exhibition design and are working with stakeholders from across Canada. This gift enables us to explore and engage the Aboriginal community to preserve and share stories that are integral to Canada's music history and to our future.”

As part of the announcement, producer/DJ crew A Tribe Called Red will perform a 30-minute set for media and guests. With the crew's Juno Award-win last March, A Tribe Called Red continues to gain mainstream popularity and break down barriers for Aboriginal people, inspiring the next wave of Indigenous musicians around the world.

“(This content) will help give Indigenous youth positive musicians to look up to in popular culture music and mainstream media,” said Ian “DJ NDN” Campeau of A Tribe Called Red.

Construction on the new NMC began in early 2013 and remains on schedule to open in Spring 2016. The project will cost \$168 million and NMC is actively raising funds to achieve its vision.

About TD Music

Since 2003, TD has helped customers and communities experience the love of music by sponsoring major music festivals across Canada. Every year TD supports many music-based community and educational programs. Continuing with its commitment to support music programs throughout Canada, TD is proud to be a National Sponsor of the 2014 JUNO Awards and Live Nation's year-long concert series. For more information visit www.tdlivemusic.com.

About the National Music Centre

The National Music Centre is the home for music in Canada and its mission is to amplify the love, sharing, and understanding of music. The new National Music Centre will be a 160,000 square-foot, architecturally stunning destination in the heart of Calgary's East Village. It will resonate with expanded programming including education, performance, artist incubation, and exhibitions. Learn more at nmc.ca.

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