

NMC Memberships on sale now

Special discount offered on memberships purchased before July 1

(Calgary, AB — June 1, 2016) The highly anticipated Canada Day opening of Studio Bell, home of the National Music Centre (NMC), is exactly one month away. For music fans that want to secure the full Studio Bell experience, NMC Memberships are now on sale at a special pre-opening rate.

NMC Memberships

NMC Memberships provide year-round access to Studio Bell and help to support our operations. Memberships purchased between June 1-June 30 will have a special “front-of-the-line” discount, and cost \$49 (\$58 after July 1) for adults, \$38 (\$45 after July 1) for students/seniors, and \$94 (\$110 after July 1) for families of four.

What are the benefits to advance memberships?

- o 15% discount on membership price
- o 10% discount at Studio Bell’s gift shop and coffee retailer, Rosso Coffee Roasters
- o 1 free general admission ticket for a non-member guest
- o 1 gift card for Rosso Coffee Roasters

“Even though Studio Bell is not open yet, we know that Calgarians are going to be thrilled by what the building has to offer—from the awe-inspiring architecture to the five floors of interactive exhibits that celebrate the story of music in Canada. Purchasing a membership is a great way to enjoy Studio Bell over several visits and also support NMC. The membership pays for itself with three visits, plus membership holders will save on retail purchases.”

– Cynthia Klaassen, NMC’s manager of visitor and venue services, National Music Centre

Admission and advance tickets

Regular admission to Studio Bell will be \$18 for adults, \$14 for students/seniors, \$11 for children (3-12 years of age), and free for children under 3 years of age. Advance ticket sales will begin on June 15.

To thank our supporters and give music fans more opportunities to visit us in our opening month, Studio Bell will be open seven days a week for the month of July only. Studio Bell will then move to regular **year-round hours from Wednesday to Sunday, 10:00 am to 5:00 pm**. For full details on hours of operation, holiday closures, and to purchase advance tickets on June 15, please visit studiobell.ca/visit.

Construction of Studio Bell began in early 2013, and will open to the public on Canada Day, marking the first of several celebrations that NMC has planned over the months. Full programmatic and architectural completion is set for October 2016. The project cost is \$191 million, and NMC has already raised over \$130 million through its capital campaign.

Advance membership purchases are available now at studiobell.ca/members.

To play your part in NMC's capital campaign and support music in Canada, please visit nmc.ca/donate.

Studio Bell is located at **850 4 Street SE, Calgary, AB, T2G 1R1**. The NMC offices have moved to our new location as well at 300-851 4 Street SE, Calgary, AB, T2G 1P2.

About Studio Bell

Studio Bell, home of the National Music Centre, is a new state-of-the-art facility designed by Brad Cloepfil of Allied Works Architecture. An international hub for music and technology, Studio Bell is the first national cultural institution of its kind dedicated to celebrating music in Canada in all of its forms. More than a museum, Studio Bell rises in nine interlocking towers, clad in glazed terra cotta in the heart of Calgary's East Village. The 160,000 square-foot building includes five floors of exhibition space, a 2000+ piece collection of artifacts, instruments and music technology, and other features including recording facilities, workshops, classrooms, an event space, and a 300-seat performance hall. For more information, please visit studiobell.ca.

About the National Music Centre

The National Music Centre (NMC) is a national catalyst for discovery, innovation and renewal through music. NMC will preserve and celebrate Canada's music story and inspire 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.

**As part of NMC's phased opening plans, a special media event will occur on June 29, which will include a ribbon-cutting ceremony, followed by guided tours of exhibition spaces with senior NMC staff. Media accreditation for Studio Bell's opening has now begun. Apply at nmc.ca/studio-bell-media-accreditation.*

Media Contacts:

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