

Pre-register for Studio Bell's Canada Day 2016 opening

First 500 people to register guaranteed early admission

(Calgary, AB — June 15, 2016) As Studio Bell, home of the National Music Centre (NMC), prepares to open its doors to the public on July 1, 2016, visitors are welcome to pre-register for admission to our Canada Day opening. The first 500 visitors that register online for this event will have guaranteed early entry for Studio Bell's opening day program and receive a gift upon arrival. **Online registration is now open at boxoffice.studiobell.ca.**

Canada Day at Studio Bell

To celebrate our country's birthday and the story of music in Canada, Studio Bell's Premier Founding Partner, **Bell Canada, is presenting free public admission on July 1, from 10:00 am to 5:00 pm.** Studio Bell will also be hosting special Canada Day programming to mark the opening with live entertainment throughout the building.

What else is there to discover at Studio Bell?

- 160,000 square-feet of awe-inspiring architecture inspired by resonant instrument vessels and the Western Canadian landscape.
- Five floors of exhibitions that tell the story of music in Canada, and interactive displays where visitors can mix a track, play a guitar, or sing along to their favourite Canadian tracks.
- A collection of musical instruments and artifacts that span over 450 years of innovation and technology—from a 16th century Virginal harpsichord to TONTO, one of the largest analog synthesizers in the world.
- An immersive audiovisual experience that weaves iconic Canadian songs with regional landmarks.
- Three Canadian music halls of fame with artifacts and textiles, including a Nudie suit worn by country legend Hank Snow and the wedding dress that k.d. lang wore to accept her 1985 JUNO Award for Most Promising Female Artist.

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.

Admission

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, or after, June 15, please visit studiobell.ca/visit.

Membership sales were launched on June 1, 2016 at studiobell.ca/members. 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.

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 ceremonial opening, followed by guided tours of exhibitions 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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