

MEDIA
RELEASE**The Bell Live Series brings music to the King Eddy once again**

The historic King Eddy goes country for 10 days of live music during Stampede

(Calgary, AB — June 20, 2016) The King Eddy is back in time for Stampede! **The Bell Live Series at the King Eddy** is bringing you 10 days of foot-stompin' tunes. From July 8 to 17, the King Eddy will be transformed into a pop-up country bar with real-deal western music: classic country, rockabilly, bluegrass, western-swing, and Americana.

“After over 10 years of silence at the King Eddy, we’re excited to finally bring this beloved Calgary live music venue back to life,” said Andrew Mosker, President and CEO for the National Music Centre (NMC). “The Eddy was a place known for its authentic programming, impromptu jam sessions, and its universal audience—where people from all walks of life came to enjoy live music. Special guests and some surprises are guaranteed, so come early and often to the Bell Live Series”

– Andrew Mosker, President and CEO for the National Music Centre

The Bell Live Series at the King Eddy will run daily from July 8-17, 11:00 am to 2:00 am. A \$20 cover will be in place after 6:00 pm till close.

Following a complete heritage restoration that included the reassembly of the exterior façade, the King Eddy will open its doors to celebrate Stampede Week with daily food service and live music each night.

Just a short walk from Stampede Park, visitors can pop in during the day for some suds and grub, and to listen to DJs spin classic country vinyl, and witness some impromptu performances. Or come in the evening for live music from a range of artists.

The Bell Live Series at the King Eddy headliners:

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| July 8-9 | Petunia and the Vipers. |
| July 10 | Steve Pineo / Tom Phillips and the Men of Constant Sorrow |
| July 11 | Carolyn Mark |
| July 12 | Dick Damron |
| July 13 | Western Swing Project |
| July 14 | Ramblin' Ambassadors |
| July 15 | Leeroy Stagger |
| July 16 | Tim Hus |
| July 17 | Jake Mathews |

Tickets for the Bell Live Series at the King Eddy

For each evening performance, NMC will release 100 tickets to online sales. Tickets are \$20 and will be available until two hours before the event starts. Please note that print-at-home tickets will only guarantee entry until 8:00pm so join us early for beers and burgers provided by Canadian Brewhouse. Advance tickets go on sale on June 20 at boxoffice.studiobell.ca.

Country music lovers can also visit Studio Bell, home of the National Music Centre, during Stampede to check out pieces from the Canadian Country Music Hall of Fame Collection and explore five floors of interactive exhibitions. For information on hours of operation and admission, please visit studiobell.ca/visit.

Since breaking ground on Studio Bell in 2013, NMC has carefully reassembled the historic King Eddy, located on the west block of Studio Bell, honouring the original plans and returning it to its 1905 glory.

Studio Bell will open its entire east block 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.

To play your part in NMC's capital campaign and support music in Canada, please visit nmc.ca/donate, where you can also buy an original brick from the Eddy, and mark your place in music history.

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.

About the King Eddy

The King Edward Hotel originally opened in 1905 on what was then referred to as Whisky Row (9 Avenue). This workingman's hotel and bar saw the rise of Calgary and was even the first desegregated bar in the city. In the 1980s, the Eddy — as locals lovingly call it — became known as a live music venue, specifically for blues music. Dubbed “Calgary’s home of the blues”, the Eddy welcomed some of the greats, such as John Hammond, Buddy Guy, Pintelop Perkins and Otis Rush. After being condemned, the National Music Centre acquired the building to restore it and anchor its new facility around it. The King Eddy was restored much like an artifact and will have new life as a live music venue that NMC and other community partners will be able to program.

**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 exhibitions spaces with senior NMC staff. Media accreditation for Studio Bell's opening has now begun. Apply at nmc.ca/studio-bell-media-accreditation.*

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