

The Studio Bell logo is displayed in a large, white, sans-serif font against a dark background. The background of the entire top section is a photograph of the Studio Bell building at night, illuminated with a vibrant pinkish-red light. The building's facade is highly reflective and textured. In the top right corner, the logos for the National Music Centre and the Centre National de Musique are visible in white. The National Music Centre logo consists of three horizontal bars above the text 'National Music Centre'. The Centre National de Musique logo consists of three horizontal bars above the text 'Centre National de Musique'. In the bottom right corner of the top section, there is a Twitter bird icon followed by the handle '@nmc_canada'.

National
Music
Centre

Centre
National
de Musique

MEDIA

RELEASE

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@nmc_canada

National Music Centre and Bell announce Studio Bell

New national home of NMC to open in Calgary's East Village in spring 2016

April 9, 2015

CALGARY, AB – The National Music Centre (NMC) and Bell today announced a 12-year, \$10 million partnership to support the construction of NMC's new national home in Calgary's East Village. Named Studio Bell, the facility will open to the public in spring 2016.

"Studio Bell will be a technologically innovative national hub celebrating Canada and the power of music," said Andrew Mosker, President and CEO of the National Music Centre. "We are confident the Studio Bell partnership positions us to deliver on our mission, vision and commitment to honour Canada's music story."

"Bell is excited to help celebrate Canada's rich music history with our support for the new home of the National Music Centre, Studio Bell," said Loring Phinney, Vice-President Corporate Marketing, Bell Canada. "With our commitment to the development of Canadian media of all kinds, Bell is proud to invest in the National Music Centre and its work to inspire a new generation of musicians and music lovers across the country."

"Partnering with Bell supports our national vision and ability to connect with music lovers from coast to coast to coast."

– Andrew Mosker, President and CEO, National Music Centre

The sponsorship was announced at an event this morning featuring a special performance by Randy Bachman, a longtime supporter of NMC. Bachman commemorated this NMC milestone by presenting the guitar on which he wrote and recorded "American Woman." Bachman will lend the guitar to NMC for exhibition at Studio Bell when it opens.

NMC has raised \$125 million towards its campaign goal of \$168 million. The Government of Canada committed \$25 million to the project through the Building Canada Fund – Major Infrastructure Component, and the Province of Alberta and the City of Calgary have each committed an additional \$25 million. Coril Holdings Ltd. also contributed a \$10 million gift to the campaign.

Randy Bachman is currently on tour to support his new album, Heavy Blues. For more information on Bachman's return to his blues roots and tour date information, visit randybachman.com.

About Studio Bell: Home of the National Music Centre

Currently under construction in Calgary's East Village and scheduled to open in spring 2016, Studio Bell will be home to the National Music Centre, a national cultural organization devoted to amplifying a love, sharing, and understanding of music. It will become an international hub of music and technology, and will house NMC's 2,000+ piece collection of artifacts, instruments and music technology, 22,000 square feet of exhibitions devoted to telling the stories of music in Canada, a 300-seat performance space and recording studios.

About the National Music Centre

The National Music Centre (NMC) is a national catalyst for discovery, innovation and renewal through music. In its new home at Studio Bell, 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 Bell

Bell is Canada's largest communications company, providing consumers and business customers with wireless, TV, Internet, home phone and business communications services. Bell Media is Canada's premier multimedia company with leading assets in television, radio, out of home, and digital media. Bell is wholly owned by Montréal's BCE Inc. (TSX, NYSE: BCE).

For more information, please visit Bell.ca.

The Bell Let's Talk initiative promotes Canadian mental health with national awareness and anti-stigma campaigns, like Clara's Big Ride for Bell Let's Talk and Bell Let's Talk Day, and significant Bell funding of community care and access, research, and workplace initiatives.

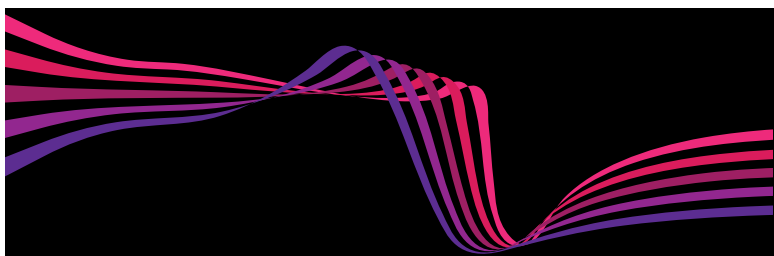
To learn more, please visit Bell.ca/LetsTalk.



**Studio Bell aerial rendering,
credit: Allied Works Architecture**



**Studio Bell street level rendering,
credit: Allied Works Architecture**



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