

MEDIA RELEASE

Saddle up for the return of Bell Live at the King Eddy

Historic venue to host 10 days of live music during Stampede Week

(Calgary, AB — June 7, 2017) Wrangle up your posse for the resurrection of the Bell Live Series at the King Eddy, featuring 10 days of foot-stompin' roots and country tunes from a roster of all-Canadian talent.

From July 7 to 16, the King Eddy will be transformed into a pop-up country saloon with a revolving roster of western-style acts to provide daytime and evening shows, during Bell Live.

NMC is partnering with the Alberta Small Brewers Association to provide a wide selection of local craft brews from Big Rock, Wild Rose, Grizzly Paw, Half Hitch, Village Brewery, Tool Shed Brewing, Common Crown Brewing Co., and Canmore Brewing Company. NMC's offering of local craft options is made possible through support from ATB Financial.

“Last year, we brought the King Eddy back to life during Bell Live,” said Andrew Mosker, President and CEO for the National Music Centre (NMC). “We’re excited to get rowdy at the Eddy for another Stampede Week, and are proud to be a destination for Alberta craft beer close to the grounds this year!”

The Bell Live at the King Eddy will run daily from July 7-16, 11:30 am to 2:00 am. A \$20 cover will be in place after 7:00 pm till close for all headliner shows.

Bell Live at the King Eddy headliners are:

July 7	Leeroy Stagger
July 8	Lindi Ortega
July 9	Roots Revue
July 10	Nice Horse
July 11	Mariel Buckley
July 12	Blake Reid
July 13 & 14	Fred Eaglesmith
July 15	JJ Shiplett
July 16	HighKicks

Visitors can also enjoy the sunshine on the King Eddy Rooftop patio, opened exclusively during Stampede Week. Stop by before hitting the grounds or end your evening on the terrace with some of the best views of the Stampede's closing fireworks. The King Eddy Rooftop will be open daily from 12:00 pm to 11:00 pm. **Rooftop access will be weather dependent.* Check studiobell.ca/bell-live-series.

Tickets for Bell Live at the King Eddy

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 8:00 pm so join us early for beers and burgers provided by Bridges on First. Advance tickets go on sale on June 7 at 10:00 am at studiobell.ca/bell-live-series.

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.

Summer hours at Studio Bell

To thank our supporters and give music fans more opportunities to visit us this summer, **Studio Bell will be open seven days a week for the month of July**. Studio Bell will then return to regular year-round hours from Wednesday to Sunday, 10:00 am to 5:00 pm on August 2. For full details on hours of operation, holiday closures, and to purchase advance tickets, please visit studiobell.ca/visit.

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 (Portland/New York). 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, Pintetop 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.

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