

The National Music Centre announces Rosso Coffee Roasters as café operator inside Studio Bell

(Calgary, AB — January 26, 2016) The National Music Centre (NMC) is pleased to announce an exciting partnership with Calgary-based Rosso Coffee Roasters. The coffee company will open its newest location inside Studio Bell, the new home for NMC, when it opens to the public this summer.

To celebrate this partnership, media and partners were invited for a mid-morning coffee break and a sample of what's to come at Rosso's Victoria Park location (425 11 Avenue SE) this morning, featuring excellent coffee, delicious snacks, and tunes by Kline, Flutes and Dominic Pierce.

Rosso's new café will be located on the ground floor of Studio Bell's east block, the same block where visitors will start their journey into five floors of exhibitions that tell the story of music in Canada.

"Since opening, we have actively supported the local arts and music community in Calgary," explained Jessie Attrell, sales and operations manager at Rosso Coffee Roasters. "Having a location inside NMC's new space at Studio Bell was a no-brainer for us. Our community-driven values align, and we look forward to being at the centre of Canada's newest cultural hub."

"All of us at NMC are big fans of Rosso," said Cynthia Klaassen, NMC's manager of visitor and venue services. "I don't think a work week goes by where the staff at NMC aren't grabbing a coffee there. We want people from the community and around the world to be impressed by everything that Studio Bell has to offer, and Rosso will be an important part of our visitor experience."

Construction of Studio Bell began in early 2013 and it will open in summer 2016. The project will cost \$191 million, and NMC has raised over \$125 million to construct the 160,000 square foot cultural space.

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 in Calgary's East Village, 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 Rosso Coffee Roasters

Under the ownership of David Crosby, and brother Cole Torode, Rosso Coffee Roasters has been committed to running a quality-driven, community-oriented café since opening its first store in 2007. Today, with the introduction of a Probat L12 roaster and a direct trade model of sourcing green coffee, Rosso continues on a path towards achieving the best possible coffee quality while promoting the best sustainable practices within the coffee industry. For more information, please visit rossocoffeeroasters.com.

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