

FOR IMMEDIATE RELEASE

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## BUILDING THE FUTURE OF THE ARTS ASPIRATION MEETS INSPIRATION

**CALGARY, AB** -- After six years of serving Calgary families from its studios in West Calgary, Music and Play Canada Inc. is expanding and is pleased to announce a new location, a new partnership and a new facility to support the development of artists and the performing arts in the city of Calgary.

Opening September 2017, the **Calgary Conservatory for the Performing Arts** will be home to performing arts education leaders **Music and Play Canada Inc.**, their performance arm **Imagine Performing Arts** and the highly-respected **H/W School of Ballet**. The Conservatory, located at 3633 - 8 Street SE in Calgary, AB, will also house several spaces, up to 1300 square feet in size, available for community rental. These spaces include two large rehearsal halls, two smaller rehearsal spaces and five private rooms along with a shop, conference room and space for short and long-term storage.

**The Conservatory** will provide artists, educators and the Canadian arts community with spaces to cultivate new skills, learn from each other and create exciting new work through cross-disciplinary integration. *"When we look around the City what strikes us is not only the great artistic talent that it possesses but also the great potential that can yet be realized by artists of all ages,"* said Darryl Lindenbach, Music and Play co-founder and Executive Director of the new CCPA. *"What also stands out is that the shortage of quality, affordable space for creation and performance is limiting this potential, and this new facility will help to address some of these critical challenges."*

The partnership between these two leading organizations, Music and Play and H/W School of Ballet, played a key role in the decision to embrace the creation of this new, ambitious, civic performing arts facility. *"We are excited to begin our second year with not only a new building, but also with a new partner in Music and Play,"* commented H/W Artistic Director, Yukichi Hattori. *"This partnership will provide a wonderful opportunity for the cross-pollination of performing arts in Calgary, raising the creative and educational bar to a whole new level. We can't wait to begin inspiring the next generation of artists at the CCPA."*

The **Calgary Conservatory for the Performing Arts** will not only enable these two leading organizations to establish new standards in arts education, and reach hundreds of aspiring students every year, but it will also provide Calgary's growing arts community with fitting venues to help them realize their own artistic dreams.

### For more information, please contact:

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### ABOUT MUSIC AND PLAY CANADA INC

Founded in 2011, Music and Play is locally owned and owner-managed and welcomes over 800 students each week through its school in West Calgary. Music and Play offers classes for all ages – in all areas of the performing arts – including Group and Private Music, Musical Theatre, ShowChoir, Theatre and Dance. The Company's semi-professional community theatre arm, *Imagine Performing Arts* is dedicated to producing multidisciplinary work and supporting the development of the next generation of theatre artists - with a special focus on youth aged 10-20. At Music and Play, students go beyond the notes, the words and the steps and into the world of creativity and the arts!

### ABOUT H/W SCHOOL OF BALLET

The H/W School of Ballet was founded by Galien Johnston-Hattori, Yukichi Hattori and Tara Williamson following their respective successful careers as principal dancers around the world. Recognizing the changing landscape of the dance profession, H/W identified the need to establish a new standard of dance instruction in Western Canada for all aspiring dancers - from young dancers putting on their first pair of pointe shoes to dedicated students looking to pursue a professional career in ballet, and everything in between. The H/W team shares a desire to expand the reach of ballet to a wider audience and to adapt the discipline to the 21st century, while truly maintaining a respect for the art form.