

# MONTHLY newsletter

**MARCH 2019**

## **QUOTE OF THE MONTH**

*"The Fact That Children Make Beautiful Music is Less Significant  
Than The Fact that Music Can Make Beautiful Children."*

*-Cheryl Lavender-*

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## **A NOTE FROM DEAN AND LEANNE**

Hello Valued Students & Families!

We are so excited about the upcoming festival season and the numerous benefits of participation. We look forward to watching you all perform. As a studio, we ensure that someone from our studio is at every festival performance to support our Crescendo students, even when your teacher is not available to be there. We would like to take this opportunity to wish you all the best in your final weeks of preparation!

As you may well know, we are a music school that encourages performance and it is our desire to see every student experience their own "personal success" in their music learning journey. We try to offer many different avenues for our students to share their talents and help them to grow in their abilities. As an alternative to festival, we are looking forward to our upcoming 5th annual Crescendo Video Showcase. This an opportunity for you to "showcase" your hard work, talent, and performance abilities in the relaxed environment of our studio. You will come at a scheduled time and perform your song. There will be a videographer and one of our staff at this performance to support and encourage you. We even give you enough time to do a "re-take" if you would like! We will provide a video of your performance to you afterwards and we will share this video with your teacher as well as our highly esteemed adjudicators. We carefully select our adjudicators from a pool of individuals with advanced education in music, and many of our past adjudicators are professors at local universities. They will give you valued insight and feedback as well as a final mark on your performance. We aim to provide encouraging and motivating feedback that will help our students further their skills.

Our top video showcase performances will be given prizes and will be recognized at our year end recital. We invite you to perform one or more songs at our April Video Showcase. Any style of music is welcome and we provide lots of flexibility; i.e. someone may want to play drums to a track, someone may want to duet with their teacher, possibly you would like to present your own composition...the sky is the limit! You can sign up for this at the studio or by calling us at the studio 780-570-5699!

We wish you all the very best in your performance endeavours as we embark on "PERFORMANCE SEASON" at Crescendo Music Studios! Our team looks forward to CHEERING YOU ON!

Warm Regards,

Dean & Leanne Cummings

[Complete Our Survey](#)

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## WHAT'S COMING UP AT CRESCENDO?

**March 2nd** Brunch at Station on Jasper. Live Music from 10AM - 2PM. Crescendo advanced performers from 12:30PM - 2PM. To book a reservations click [here](#).

**March 16th** The Keep It Local market runs at the Agora Centre from 10AM - 4PM. Crescendo will be performing on the big stage! Please talk to your teacher if you would like to perform.

**March 24-31st** Studio Closed for Spring Break. No Regular Lessons. Have a wonderful Spring Break!



[Click For Full Events Calendar](#)

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## TIPS AND INSIGHTS FOR OUR STUDENTS

### Why Students Need Goals

English writer Aldous Huxley was quoted as saying:

“Every ceiling, when reached, becomes a floor, upon which one walks as a matter of course and prescriptive right.”

Huxley was talking about the process of setting goals, attaining them, then setting new goals on the strength of what was already achieved. This “stepped” approach to skill development works because it allows us to celebrate the achievement of smaller, attainable accomplishments as we work towards larger, long term goals. Because of this, most music instruction series are “levelled,” allowing a student to “graduate” from one book to the next, celebrating the successful completion of...



[Read The Full Article Here](#)

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## OUR PHOTO GALLERY



Music Stations at Jam Week!



Happy Valentine's Day from the Crescendo Staff!



Glow in the Dark Colouring & Movement Station



Musical Theatre Group Rehearsal



Music Stations for Jam Week! Make a Music Video!



Getting Ready For Festival!

If you have pictures from any Crescendo events, don't forget to share them with the tag [#crescendomusicstudios](https://www.instagram.com/crescendomusicstudios)! You can also email them to us at [media@crescendomusicstudios.ca](mailto:media@crescendomusicstudios.ca)

[Click To See Our Photo Gallery](#)

## NEW OFFERINGS AT CRESCENDO



### Keep It Local

The Keep It Local Market is an excellent way to shop local and enjoy local entertainment and food! There are more than 75 vendors that with a variety of items and wares for sale.

Come and enjoy a variety of talented local performers while you peruse some excellent shopping.

Crescendo will once again be hosting the Song Stage for Keep It Local and we look



### Video Showcase

Crescendo is excited that Video Showcase is approaching once again. Video Showcase runs the same week as Sherwood Park Music Festival, April 22nd-April 26th. Video Showcase is a great performance and feedback opportunity for all students!

For Video Showcase a student prepares a song (or more!) and then performs this song at Crescendo while being video taped by our professional videographer.

forward to enjoying our wonderful students performances. Please talk to your teacher if you would like to perform.

**The Agora Centre is located at:  
401 Festival Lane  
Sherwood Park**

[Check The Facebook Event](#)

This video is sent to an adjudicator for feedback and a mark.

The students receive their feedback and mark, as do their teachers! This is an excellent opportunity for goal setting, growth, and of course, a performance opportunity for students who may be nervous in front of crowds.

## ROLAND DIGITAL PIANOS

### AVAILABLE NOW AT CRESCENDO!



**0%**  
**FINANCING**

**12** equal  
monthly  
payments  
**O.A.C.**  
through Roland Canada

**WE WILL  
DELIVER!**  
**SHIPMENT TAKES  
APPROX. 3 WEEKS  
(OR LESS)**  
while quantities are in stock

**BOOK YOUR DEMO TODAY! [780-570-5699](tel:780-570-5699)**

## GIFT IDEAS



**As always, we have a wide variety of music products  
in our studio available for purchase!**

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