

MONTHLY newsletter

May 2019

QUOTE OF THE MONTH

"If children hear fine music from the day of their birth and learn to play it, they develop sensitivity, discipline, and endurance. They get a beautiful heart."

-Shinichi Suzuki-

A NOTE FROM DEAN AND LEANNE

Hello Valued Students & Families!

We wanted to first of all say a huge CONGRATULATIONS to our many performers who participated in the Sherwood Park Music Festival and the Crescendo Video Showcase last week. We were INSPIRED, to say the least. Thank you students, for your dedication and commitment to music and for making the world a better place through the sharing of your musical gifts!

On this "note", we wanted to share with you some insights regarding the value of performing.

LIFE SKILLS & CONFIDENCE BUILDING:

Performing opportunities provide students with the opportunity to engage the mind, the body, and the emotions into a collaborative expression of all that it means to be "an artist". Through performance, students explore and present creative themes and ideas while building confidence and competence in their specific discipline.

Students gain valuable life skills by learning the importance of feedback, both positive and constructive. Performing opportunities like festivals/showcases also provide a place of "belonging", where students can share their gifts with like-minded individuals. This also provides a space for students to engage in self-reflection – a vital skill for life!

COLLABORATION & CREATIVITY:

Performing also gives individuals an opportunity to collaborate with others. Students have the opportunity to engage in creative collaboration, a skill they may have a limited chance to develop outside of a rehearsal space.

Through creative expression students learn to understand the world in a unique way, preparing them to navigate the challenges after school. There is also great cross-over between performing arts and other disciplines – the creative thinking and study techniques learned during rehearsal can be transferred to all areas of study.

COMMUNICATION:

Communication skills can be accelerated by learning music and performing, as students learn to use verbal and non-verbal techniques in new ways to deliver their message. The performing arts have clearly championed these core 21st century skills more than any other curriculum area!

We saw many of these positive attributes demonstrated this past week. We would also like to congratulate many of our scholarship winners who were presented with scholarship awards at the Sherwood Park Music Festival Grand Concert on April 29th, 2019!

Thank you for the gift of having you as a student in our music studio! We are looking forward to many more performances at our June Recitals!

Warmest Regards,
Dean & Leanne Cummings

IDEAS FOR THIS ARTICLE & REFERENCES CAME FROM: <https://www.tsc.nsw.edu.au/tscnews/the-importance-of-performing-arts-in-education>



Complete Our Customer & Student Survey

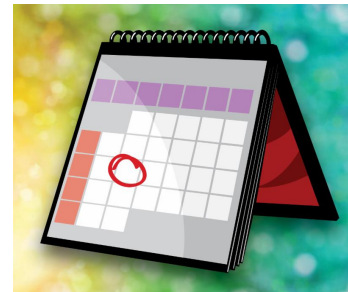
WHAT'S COMING UP AT CRESCENDO?

May 4th Registration opens for existing year long customers (Summer Flex passes and Summer Camps Registration also opens).

May 11th Registration opens for existing 10 month customers.

May 18th - 20th Crescendo is closed for Victoria Day Weekend. Have a great long weekend!

May 21st Registration opens to the public.



REGISTRATION OPENS

Saturday, May 4th 8:30 AM

- Registration for Year Long Students Opens
- (Includes Summer Flex Passes and Summer Camps)

Saturday, May 11th 8:30 AM

- Registration for 10 Month Existing Students Opens

Monday, May 21st 10 AM

- Registration Opens to Public

[Click For Full Events Calendar](#)

TIPS AND INSIGHTS FOR OUR STUDENTS

The Importance of Continuity

"Success doesn't come from what you do occasionally. It comes from what you do consistently."

– Marie Forleo.

If you really stop to reflect on this past year, you'll begin to realize just how far you and/or your child have come in regards to their music education. However, learning shouldn't really be confined to the school year exclusively. Knowledge is received every moment of every day and should be grown consistently throughout the course of the year. Cultivating a love of music and developing musical skill is also something that doesn't end with the school year. And, without continued participation in lessons, practicing, and ensembling, you will undoubtedly lose some of the skills you have gained. This is why...



[Read The Full Article Here](#)

NEW OPPORTUNITIES FOR OUR STUDENTS

MUSIC VIDEO RECORDING EXPERIENCE

LIVE OFF THE FLOOR

SoundLab Studios presents "Live Off The Floor", a Music Video Recording Experience. This is a video shoot experience that you will never forget. From the moment you walk in you will be treated like a star and you will end up with 1 or 2 amazing music videos recorded and edited by a professional videographer. Your vocals, instruments, and tracks are recorded live during the video shoot resulting in a high quality, beautiful, authentic music video to share with friends and family.

- Ages 8 and up
- All experience levels

**Secure Your
Spot Now!**
Spaces available
May 4, 5, and 26, 2019
soundlab.ca/video

2 Videos \$250
1 Video \$185

The Experience

- Relax in your dressing room before the video shoot
- Have your makeup done by a professional makeup artist *
- Hang out in the green room and have free drinks and snacks
- Shoot 2 videos with a professional videographer
- Learn how to maximize your content on social media

Use code
CRESCENDO
for 20% off



* The professional makeup option is an additional fee and must be booked in advance.

OUR PHOTO GALLERY



Sherwood Park Music Festival



Sherwood Park Music Festival



Christine Donkin Piano Masterclass



Sherwood Park Music Festival



Video Showcase



Sherwood Park Music Festival



Sherwood Park Music Festival - Grand Concert Awards



Sherwood Park Music Festival
Crescendo Kids Chorus Musical Theatre Group

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

[Click To See Our Photo Gallery](#)

SUMMER OFFERINGS AT CRESCENDO



Rock Band Camp

Become part of a band this summer! We'll spend the week learning to make music together and trying new instruments. We will create a band name, band t-shirts, a band logo, and even a backdrop for our final concert!

During this week the 'campers' will create music videos, write some original tunes, and go home with a CD of the songs they wrote together. There will also be outdoor time throughout the week.

Parents will be able to join us at 5PM on the Friday for a final Rock Band Concert.

DATES: July 22nd to 26th, 2019 & August 19th to 23rd, 2019

PRICE: \$225

LOCATION: Crescendo Music Studios

Space is limited, please call us at the studio at (780) 570-5699 to register.



Musical Theatre Camp

Take part in our Musical Theatre Production this summer. During this camp students will learn how to act, sing & move on stage. Throughout the week, our students will work on their acting skills with a variety of drama activities, and their singing skills! Students will explore how to move on a stage, and what it means to be a part of a production!

Throughout our week there will be many fun-filled theatre sports, and at the end of the week parents will be able to join us to enjoy a show the students will put on for family and friends!

DATES: August 12th to 16th, 2019

PRICE: \$225

LOCATION: Trinity Baptist Church
(*Tentative*)

Space is limited, please call us at the studio at (780) 570-5699 to register.

SUMMER MUSIC PROGRAMS



**REGISTER
NOW**
so you don't
miss out!

summer complimentary demo classes

CALL US TO REGISTER FOR A TRIAL CLASS!

**FOR
AGES
4-94!**

summer music passports

FLEXIBLE & AFFORDABLE!

Designed to help expand your existing musical talents, or possibly try a new instrument! You can book at different times and dates throughout the summer. You can even book lessons around your holidays. We also have options for two family members who would like to learn together.

- KEYBOARDING
- PIANO
- ACOUSTIC GUITAR
- ELECTRIC GUITAR
- BASS GUITAR
- UKULELE
- DRUMS
- HAND DRUMMING
- VOICE
- SAXOPHONE

3 X 30-MINUTE
LESSONS

\$99

6 X 30-MINUTE
LESSONS

\$189

4 X 45-MINUTE
LESSONS

\$189

GIFT certificates

We offer gift certificates for all of our Summer Programs. Drop in to pick up a gift certificate today!

MUSIC PUPS for Babies & Toddlers (parented)

Engaging music classes with singing, rhythm making, movement and more!

THURSDAY, JULY 18: *Call us for times available*

TUESDAY, AUGUST 20: *Call us for times available*

**FOR
AGES
0-4**

MUSIC FOR YOUNG CHILDREN™ (parented)

Engaging piano-based classes with rhythm making, movement and more!

THURSDAY, JULY 18: *Call us for times available*

TUESDAY, AUGUST 20: *Call us for times available*

**FOR
AGES
3.5-7**

PRIVATE LESSONS (unparented)

One-on-one private lessons in piano, voice, guitar, drums, ukulele, electric bass, saxophone & clarinet

CALL US TO BOOK YOUR TIME
We offer these on various days and times for your convenience!

**FOR
AGES
4-94!**

summer rock band camps

**AGES
6-10
&
11-14**

We spend the week learning to make music together and trying new instruments. We will create a band name, band t-shirts, a band logo and even a backdrop for our concert. We will also create an air-guitar video and write some of our own tunes. You will go home with a CD of the tunes we write together. We will also spend some time outdoors throughout the week! Parents will join us at 5pm on Friday for a final Rock Band Concert!

FIVE-DAY CAMP
MONDAY-FRIDAY
9:00am-4:00pm*

July 22-26 and August 19-23

* Early drop off / pick up available at \$8 per day.
** Bring your own bag lunch. We will provide snacks.

\$225
INCLUDES ALL
MATERIALS**

TO REGISTER call Crescendo at 780.570.5699

www.CrescendoMusicStudios.ca

ROLAND DIGITAL PIANOS
AVAILABLE NOW AT CRESCENDO!



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INTEREST-FREE FINANCING

More info: roland.com/ca/pianoplan

Roland
PIANO PLAN

Terms apply. Visit the website for details.

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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

GIFT IDEAS



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

See what's happening on our social sites:

