

MONTHLY newsletter

April 2020 PLANS DURING COVID-19

QUOTE OF THE MONTH

"[Music] is so extraordinarily full of magic, and in tough times of my life, I can listen to music and it makes such a difference."

-Kurt Vonnegut -

A NOTE FROM DEAN AND LEANNE

Hello Valued Students & Families,

We know this has been an incredibly uncertain and difficult time for everyone and we are thinking of you all! We want to take this opportunity to say how inspired by our incredible staff team, our students and their families we are! The amount of positive response, encouragement, flexibility and dedication our students, families, and staff have shown has been humbling to say the least. All week we have been receiving notes of encouragement from both our students and our amazing staff team about their online lessons and the music learning that continues to take place! We thank you for showing us all such grace and understanding as we "work out the bugs" with online learning.

There are so many difficult and complex elements to this situation we are faced with, and we are so concerned for the health and well being of you all. We are thinking of you and hope that music is bringing some peace in the middle of this. The other night, after a crazy few days, I decided to go on a path of discovery, regarding some of the more positive things going on in our world. I thought I would share a few of these with you:

- Did you know, swans, fish and even dolphins have been returning to canals that previously were overridden with people and boats (for the first time in decades)!
- There has been a massive reduction in waste going into our waters from cruise ships and so many other sources. Millions of ocean species will survive and possibly even thrive, as a result!
- There have been so many stories of neighbours sacrificing time, money and resources that they barely have, to give to those in need... I am in awe of the the resilience and kindness of every day people around us. I especially love the stories of people sharing music from their balconies, and people doing "exercise class" with much social-distance from their back decks!
- And then there are the stories of elderly people learning to use FaceTime to

connect with their families (including my very own 98 year old grandmother)!

These are just a few stories that brought a "light" to us in these uncertain times, even despite the challenges we face ahead.

So, to you, our incredible families, please keep playing music, sharing your music and inspiring others with your music. Please, keep sending us pictures of your online classroom and other positive stories so we may also share them with our team who has all been working apart. We are missing each other and our face-to-face time with students!

We hope you are all, somehow, finding moments of comfort and peace during this difficult time. Please let us know if there is anything we can do to help you through this. We are here for you!

Warm Regards,

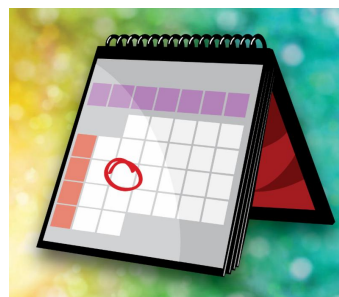
Dean & Leanne Cummings
Phone: 780-570-5699
www.crescendomusicstudios.ca



WHAT'S COMING UP AT CRESCENDO?

Monday, March 30th - Sunday, April 5th Crescendo is **CLOSED** during Spring Break. Extra online lessons may be booked during this week by calling us at 780-570-5699. Regular online lessons resume Monday, April 6th.

Spring Break Concert Series Watch for our Google Doc to sign up...we plan to run a bunch of free, online, ZOOM concerts with approx. 8 students and some teachers at one time, sharing their performances for each other throughout the week! STAY TUNED for MORE INFO.



Friday, April 10th - Sunday, April 12th We are closed for the Easter Long Weekend. Regular online lessons resume Monday, April 13th.

Monday, April 20th - Thursday, April 23rd Regular online lessons will **NOW RUN AT YOUR REGULAR TIME** during Festival/Video Showcase week. Please see the details regarding Video Showcase Below...**SIGN UP SOON!**

[Click For Full Events Calendar](#)

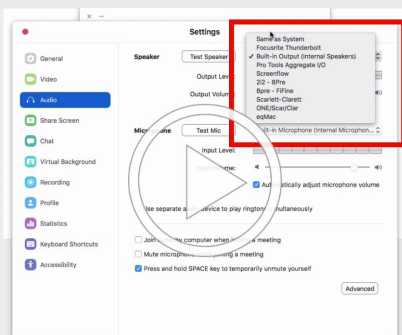
Our store is temporarily closed, but we can deliver any and all music related products including music books!

Call (780) 570-5699 to place an order or visit www.sherwoodparkmusic.com for more info. We appreciate your support.

TIPS AND INSIGHTS FOR ONLINE VIDEO LESSONS

As we continue our online lessons, we thought we would also share with you some of the value we have found behind doing online lessons! Our teachers have been commenting on some of the amazing benefits to these lessons, including:

- We see our students' home set up, which can provide valuable insight regarding how a student practices at home!
- We see our students' postures, hand position, fingers, etc. from a different angle and we can fix things in real time.
- We teach students how to practice...in their own environment.
- Parents are able to engage in the music learning even more.
- We get to meet family members - AND even sometimes family pets!
- Students never forget their books anymore!
- Students are also enjoying seeing their teachers' homes, personal instruments and OUR pets if we have them...even the odd pet bunny!

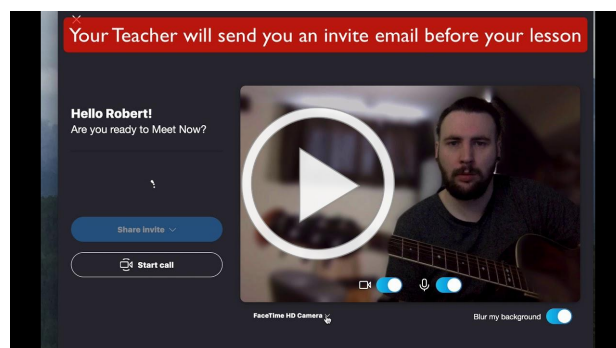


ZOOM & SKYPE Set Up Tips

As a studio, we have found that ZOOM.us is the best platform for online lessons. If you are still having trouble accessing ZOOM, please see [our ZOOM instruction video](#) that our wonderful teacher Robert has created to the left.

If you are not planning on using ZOOM, another option you can try is Skype. If you would like to use Skype, please let us know at your earliest convenience so your teacher may connect with you through this different platform.

To learn how to set up Skype you can use the Skype instruction video our valued teacher Robert created [here](#) and to the right.



Vocalists & Online Lessons

As a vocalist, it can be tricky to balance having your accompaniment (track, recording, etc.) playing at the same time as your teacher is online teaching you. We recommend having two devices, one for your online lesson, placed so that you can still see your teacher, and another that can play your track if possible. This makes it easier for your teacher to hear and see you as well!

If you have a speaker or amp that can also be helpful. Any students that have a microphone should be using them if possible! If you are interested in purchasing any of these items, please call the studio at (780) 570-5699. **We are temporarily closed at our stores, but we can deliver or ship to you immediately!**

LASTLY, and perhaps most importantly, it is still crucial to warm up our voices at each lesson. If your teacher recorded warm ups for you, that is GREAT. For this period of time we are also offering our Vocal Warm Up Website for FREE (Up to \$30 Value!).

Please call us at (780) 570-5699 if you are an existing customer and would like the log on access to our Vocal Warm up Website.

Please Visit Our Warmup
Website

CRESCENDO VIDEO SHOWCASE NEWS

Many of our students have been working hard to prepare for either the Sherwood Park Music Festival or the Crescendo Video Showcase. We are so impressed with the dedication our students have shown, and continue to show, by preparing pieces specifically for these performances. Although we received the sad news this week that the Sherwood Park Music Festival has been cancelled due to COVID-19 concerns, we are still planning on offering Crescendo Video Showcase to our students, with the following adjustments:

- Students who have already registered for Showcase will continue to prepare their pieces as planned.
- Students who were practicing for Festival may switch their registration over to Showcase if they would like to - please email us or contact us by calling (780) 570-5699 to register.
- INSTEAD OF coming to the studio to video your piece(s), we will release a guide for a 'successful videoing of your performance AT HOME' that you can use to video your performance in your own house. Videos will be submitted online, and still receive adjudication and a mark from our valued adjudicators.

Here are further details regarding our upcoming Video Showcase:

- The video you submit to us will be uploaded to a private Youtube page that can only be viewed by our teachers at Crescendo Music Studios, our adjudicators and IF YOU WISH, you can also share this with your friends and family
- We will break the performances into categories for your instrument:
 1. Beginner Students...Piano
 2. Beginner Students...Voice
 3. Beginner Students...Guitar/Ukulele

4. Beginner Students...Drums
5. Experienced/Intermediate Students...Piano
6. Experienced/Intermediate Students...Voice
7. Experienced/Intermediate Students...Guitar/Drums/Uke

We may also add a few advanced categories, depending on registrations.

We have an adjudicator for each category that we have hired to give feedback on the performances (written feedback for each student). He/she will also offer recommendations for the “top awards” that will be announced online and in our studio by mid-May!

- The fee for each song entered is between **\$22 for beginners up to \$29** for intermediate/advanced students. We will confirm your specific amount when you register. There are NO REFUNDS issued once you are registered.
- This event requires a firm commitment to practicing between now and April’s video performance. This is absolutely for your benefit and these recommendations come to you based on our experience. But we also would like to suggest that you will not achieve your desired outcome if you do not commit to adequately preparing for this event.

You can register over the phone by calling us at (780) 570-5699, by email with permission to charge your card on file, or through your Crescendo app. Please understand, if you don’t feel now is the right time to consider something like this, we are 100% behind your decision and fully respect and support whatever you decide.

ONLINE CLASSES: NEW OFFERINGS

**SPECIAL TEMPORARY PRICING
DISCOUNTED FROM \$99 to \$89.**

Three formats to choose from:

- 3 X 30-Minute Lessons
- 2 X 45-Minute Lessons
- 1 X 1.5 Hour Lesson



Offered in:

- Speech Arts
- Keyboard/Piano
- Voice
- Drums
- Violin
- Guitar
- Song Writing
- Garage Band
- Digital Production
- Garage Band Composition
- Musical Theatre
- Ukulele

**CHECK OUT OUR PRIVATE LESSON OPTIONS ON OUR WEBSITE
FOR MORE DETAILS:**

<https://crescendomusicstudios.ca/private/>

You can register by calling us at 780-570-5699.

Drum Practice Package

\$69.99

Includes a pair of Vater Sparkle Drum Sticks (choose your colour), a Remo Practice Pad, and Alfred's Stick Control for the Snare Drummers.

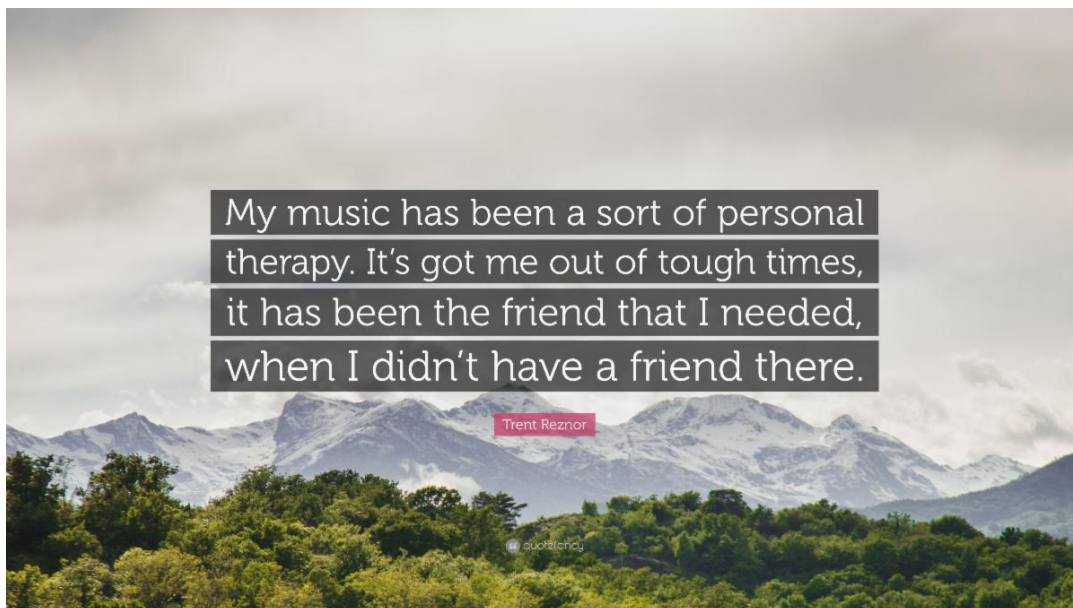
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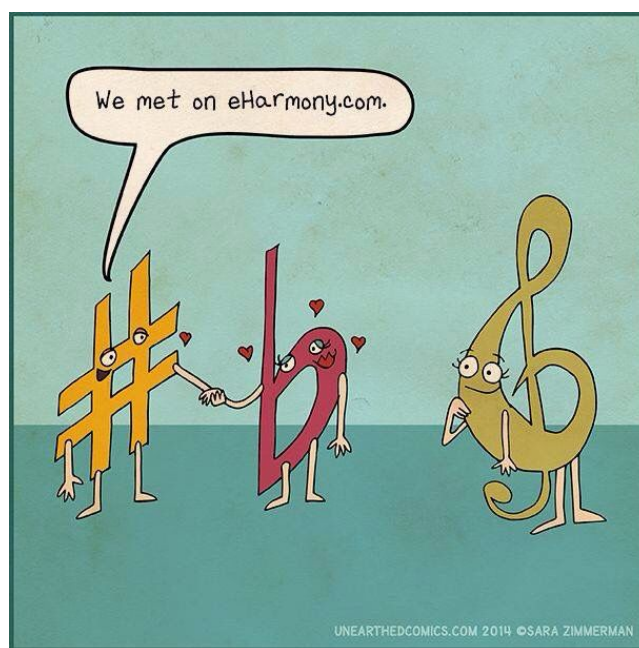
An advertisement for a Ukulele Starter Package. It features a red Mahalo Rainbow Series Ukulele, a silver Korg tuner, a silver Profile Capo, and the cover of the Hal Leonard Ukulele Method Book 1. The background is a close-up of a wooden ukulele body.

Ukulele Starter Package
\$89.99
Includes a Mahalo Rainbow Series Ukulele (choose from many colours), a Profile Capo, a Korg Tuner, and the Hal Leonard Ukulele Method Book 1.



CARTOON CORNER

Have you come across a cute or funny music cartoon or joke? Maybe you would even like to draw one yourself! Please share it with us at office@crescendomusicstudios.ca.



GIFT IDEAS



As always, we have a wide variety of music products
in our studio available for purchase...
just not "in person" for the time being!

ROLAND DIGITAL PIANOS

AVAILABLE NOW AT CRESCENDO!

TAKE A ROLAND PIANO HOME TODAY!

12 MONTHS

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

See what's happening on our social sites:

