



MONTHLY NEWSLETTER

March 2021

QUOTE OF THE MONTH

"Musicians don't usually think of themselves as athletes, but they are."

-Madeline Bruser, Pianist & Author-

A NOTE FROM DEAN AND LEANNE

Hello Valued Students & Families,

We are so excited about the upcoming festival season, and we are confident that our students will accomplish a great deal by participating in a variety of performance opportunities! We look forward to many inspiring performances at both the Sherwood Park Music Festival and our Crescendo Video Showcase. I can't believe our studio has been participating in the Sherwood Park Music Festival for 16 years! Wow, how time flies.

Although this year has looked very different for performers, we are and have always been a music school that encourages performances whenever possible. It is our desire to see every student experience their own "personal success" in their music learning journey! To this end, we try to offer a variety of opportunities for our students... and we are excited to announce our "Food Truck Fridays" coming at the end of April and the end of May. Students will be able to perform live, and parents will be able to experience this "drive-in concert" experience. As well, local food trucks will be available so families may enjoy a night out! Of course, there are still a few approvals to be confirmed once things start to open up a little more, but we are quite hopeful that this event will be able to take place. If you are an experienced performer and would like to reserve a spot, please talk to your teacher!

Additionally, we are looking forward to our 8th annual Crescendo Video Showcase. This is an opportunity for our valued students to "showcase" their hard work, talent, and performance abilities in a relaxed environment. You will come at your scheduled time to SoundLab Studios and perform your song in a sanitized, socially distanced environment. A videographer will be there, as well as one of our staff at each performance to support and encourage you. We even give you enough time to do a "re-take" if needed. Afterwards, a quality video of your performance can be shared with you, your teacher, and our highly esteemed adjudicators. We carefully select our adjudicators from a pool of individuals with advanced education in music, and this year, some of them come from as far away as England! These adjudicators provide students with valued insight and feedback as well as a final mark on each performance. It is always our aim to provide encouraging and motivating feedback that will help our students further their skills and grow as musicians.

Our top video showcase performances will be given prizes and will be recognized at our Awards Show! The Awards Show will be a live-streamed performance where students

may either perform live OR present their Video Showcase video if they do not wish to perform. We have asked our teachers who they would recommend for this event and these students were sent an email last week. Please let us know if any of you would like to participate but have yet to receive an email. We would love to have you!

We thank you all for your ongoing support and we wish you all the very best in your performance endeavours as we embark on "PERFORMANCE SEASON" at Crescendo Music Studios.

With Gratitude,

Dean & Leanne Cummings

Phone: 780-570-5699

www.crescendomusicstudios.ca

WHAT'S COMING UP AT CRESCENDO?

Monday, March 15th LAST DAY for Crescendo Video Showcase Registration. Please ensure you have paid for registration through Wellness by calling us at (780) 570-5699. We look forward to seeing all the performance videos!



Sunday, March 28th to Sunday, April 4th Crescendo is Closed for Spring Break and Easter. Regular lessons will run on both Saturday, March 27th and Monday, April 5th. Have a wonderful Spring Break and a happy Easter.

Monday, March 15th to Saturday, March 20th Musical Theatre Workshops. Call us to book a one-on-one intensive practice for Musical Theatre students registered in Crescendo's Video Showcase or the Sherwood Park Music Festival. Call for more details, (780) 570-5699

[Click For Full Events Calendar](#)

ST. PATRICKS SHAMROCK SEARCH

ENTER OUR CONTEST TO WIN A UKULELE!

From March 1st to March 16th we will have a single small shamrock hidden somewhere on our website... go through each page to see if you can track it down! If you manage to find where the sneaky Crescendo leprechauns have hidden the shamrock, simply click on it and submit your name and number to be entered to win a NEW ukulele!



The lucky winner will be drawn on St Patrick's Day -- March 17th.

Here is our website: <https://crescendomusicstudios.ca/>

Happy Shamrock Searching!

UPCOMING AT CRESCENDO!



Pick any
instrument!

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780-570-5699

ON-LINE OR IN-PERSON LESSONS AVAILABLE!

CRESCENDO'S ANNUAL VIDEO SHOWCASE

REGISTER BY MONDAY, MARCH 15TH



WHO: AGES 4 - 99

FROM BEGINNER TO ADVANCED

WHEN: APRIL 20TH - APRIL 24TH

WHERE: SOUNDLAB STUDIOS

PRICE: \$25 - 35 DEPENDING ON LEVEL



- **PREPARE A FANTASTIC PERFORMANCE!**
- **RECEIVE A QUALITY VIDEO RECORDING OF YOUR PIECE AT SOUNDLAB STUDIOS.**
- **GET QUALITY FEEDBACK AND A MARK BY ONE OF OUR TOP ADJUDICATORS.**

TOP PERFORMERS WILL BE
INVITED TO PERFORM AT
OUR LIVESTREAMED
AWARDS CONCERT

**&
MEDAL CEREMONY**



TO REGISTER, PLEASE SEE
THE FRONT DESK AT
CRESCENDO MUSIC STUDIOS
OR CALL US AT (780) 570-5699

PREPARING FOR A PERFORMANCE

"I enjoy reading about the lives of musicians, and find many similarities in their ideas of preparation and their utter devotion to this great eternal language: music."

— Jessye Norman, Opera Singer

'Tis the season of performing! Students

around our studio are preparing pieces for upcoming events like exams, festivals, showcases, concerts, and our spring recital! Previously, we have written on the subject of “the benefit of performing”. Performing allows students to set goals, conquer challenges, and grow exponentially as musicians. While all of this remains true, there is a huge part of the performance aspect that we haven’t delved into: PREPARATION.



Preparing for an upcoming performance can be daunting, both for the student and for the parent or family member who is dedicated to helping them! Preparation is perhaps the most important part of performing, as it is the determining factor for how successful the performance itself will be. Here is our list of the four best strategies that students (and parents) can use to ensure...

[Read Our Article Here](#)

CARTOON CORNER



Do you have a cute cartoon to share or maybe you want to draw one yourself! Submit it to us today and you may be featured in our next newsletter!

Email to:

office@crescendomusicstudios.ca

OTHER OFFERINGS



SHERWOOD PARK MUSIC FESTIVAL PERFORMANCE VIDEO RECORDING SESSION

Have your Sherwood Park Music Festival Performance Video recorded at a professional recording studio. Record up to 2 takes of your performance. We will even upload your performance video to YouTube as part of your festival submission*.

Call or Email to Book

780-652-2688

booking@soundlab.ca

Dates: March 19 & 20, 2021

Times: 10:00am - 9:00pm

Cost: \$15 - Instrument only & less than 2 min.

\$20 - Vocals, any song 2 min. or longer

* There are additional steps you will have to take to complete your submission.

Remember to visit Sherwood Park Music located at Soundlab Studios for all your retail needs, including instruments, music accessories, and books. They are located at:

[#195 130 Broadway Blvd, Sherwood Park.](#)

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