

THE CRESCENDO

BEAT



DECEMBER 2021

(780) 570-5699

CrescendoMusicStudios.ca



Make Magical Memories

Christmas is truly one of the most magical times of the year. And while this year has certainly not been without its challenges, we have much to be thankful for and the promise of a brighter year ahead fuels my spirit everyday.

We have so many exciting projects and special events at Crescendo Music Studios in 2022 and I look forward to sharing them all with you very soon. Keep reading our newsletters and watching our social media for an announcement about our new concert event "Seasons of Love" coming in February 2022!

We encourage you to take time during the winter break to enjoy the simple and most meaningful things that bring you joy and

Teacher Spotlight Allison Zaragoza

Each month we like to share a video with you prepared by one of our talented Crescendo teachers. This month's Teacher Feature is Allison Zaragoza.

Allison teaches Private Piano, Ukulele Lessons and Voice Lessons at Crescendo. She started taking lessons at Crescendo in 2011 and has been here ever since!

She completed her Grade 8 Royal Conservatory level in piano, and is currently studying at the University of Alberta, working towards a combined Bachelor of Secondary Education & Bachelor of Music in Vocal Performance.

She has also spent many years working on other diverse skills such as improvisation, chording/singing, performance skills, and jazz music.

Enjoy this video of Allison and her performance of "She Used to Be Mine" by Sara Bareilles.

happiness this holiday season. Play some music, sing a song, snap a photo or record a video. Make memories with the ones you love this Christmas.

Thank you again for your support of our family business this year and we look forward to seeing you all again in 2022!

Warm Regards,

Leanne Cummings
Teacher/Owner
of Crescendo Music Studios



Important Dates

Crescendo Music Studios Will Be Closed:

- Monday, Nov. 29 to Saturday, Dec. 4: **NO REGULAR LESSONS** during our Recital Week. Recitals take place at Trinity Baptist Church.
- Saturday, Dec. 11: Recitals at Origin Road
- Sunday, Dec. 12: Recitals at Origin Road and On Zoom.
- Wednesday, Dec. 22 to Tuesday, Jan. 4: Christmas Studio Closure
- Wednesday, Jan. 5: Studio Open & Regular Lessons Resume

[Click here to see the full year calendar](#)

Still a few spots available to register for Term 2 for:

- Musical Maestros
- WeJam (Kids, Teens & Adults)
- Crescendo Vocal Chorus

For more information, class dates and times, please click below:

[Term 2 Group Program Information](#)

'Tis the Season for Giving!

We have some great Christmas Gift Packs available for the music lovers in

Christmas kid's gift pack



your life!

Perfect for new students and adults wanting to pick up learning to play music again!

Check out all our Christmas Gift Packs at: <https://originroadmusic.com/specials/>

Gift Certificates - One Size Fits All!

Crescendo Gift Certificates are available in any denomination!

Makes a great birthday, anniversary and Christmas gift too! Use it towards lessons, music books, gift packs, Crescendo merchandise and more!

[Click Here to Purchase Gift Certificates](#)



Student Spotlight

Adelina Cowie



This month's Student Spotlight Feature is Adelina Cowie.

Adelina has been a student at crescendo for 7 years. She is 13 years old and sings, plays piano and writes her own songs too!

"When I came to Crescendo, I wasn't sure what my goals were" said Adelina. "As I progressed, I realized I was cut out for singing, songwriting, and piano. When I was in grade 6, I wrote my very first song called "I'll never forget you." From then on, I decided to add songwriting to my musical abilities."

In April 2021, she wrote a song called "Until I Met You." She performed this original song for an adjudicator as part of the Crescendo Video Showcase where she won first place in the song composition category.

Adelina received incredible feedback from the adjudicator, who was also a professional songwriter. "Now my goals are to keep improving on my songwriting in the hopes that I can have my songs recorded and possibly sold to performers. I am excited to keep learning from my piano/voice/songwriting teacher Samantha", said Adelina.

See more student performances on our You Tube Channel at: <https://youtu.be/k2IPDfcimeQ> or on our website at: <https://crescendomusicstudios.ca/video-gallery/>

Crescendo Contest

Find the ten differences between the two pictures.



Crescendo Contest

Calling all artists! It's Crescendo Contest Time!

Can you spot the 10 differences in the above picture? Find and circle the differences, color the picture and drop it off at Crescendo Music Studios by Saturday, Dec. 11th for your chance to **win a Crescendo Water Bottle!**

Good luck!

[Click Here to Print the Picture](#)

Congratulations to Charlotte Woolgar, winner of our 2021 Winter Recital Program Cover Contest!



**RECORD.
MIX.
MASTER.**

Play, sing and record your own music in a professional studio setting!

Crescendo Music Studios is proud to offer this outstanding opportunity for our students in partnership with Origin Road! Ask your teacher about this new program exclusively for Crescendo students!

Origin Road

BOOK YOUR SESSION TODAY!
(780) 467-5537

Record. Mix. Master.

Play, sing and record your own music in a professional studio setting! Recordings make a cherished Christmas gift for parents, grandparents and caregivers!

Crescendo Music Studios is proud to offer this outstanding opportunity for our students in partnership with Origin Road! Ask your teacher about this new program exclusively for Crescendo students!

[Click Here to Learn More!](#)



Benefits of Music in the Lives of Young Children

Children learn more effectively through their daily experiences and activities than anything else. Bringing music into their lives as a part of their weekly routine provides a wide range of benefits for everyone involved in the child's life.

Click below to read more about the amazing benefits of music education for children, families and childhood educators.

[Click Here for Full Article](#)

Crescendo's Swag Shop has Been Restocked!



We have some great new Crescendo branded merchandise available to purchase in our lobby Swag Shop!

Come in and check out our new Hoodies, T-Shirts, Travel Mugs, Water Bottles and Book Bags!




They make great Christmas gifts for the music lovers in your life!

For more info and prices please call (780) 570-5699.

Save the Date!


"Seasons of Love", a Crescendo concert event is coming to Festival Place in February 2022!

You won't want to miss this spectacular evening of live music featuring Crescendo staff and students! Ticket info will be announced soon!



This Christmas, remember to show your music teacher how much you appreciate them! We have lots of great gifts they'll love. And you can never go wrong with a gift card.

195 - 130 Broadway Blvd
Sherwood Park



The **Encore Music Foundation** is focused on providing collaborative music education and experiences for underprivileged youth, and we're excited to be partnering with the owners of Origin Road in this endeavour.

The name "Encore" comes from our vision to help youth in our community:



- ENGage with their passion for music!
- COllaborate together to create music and opportunities.
- REalize their artistic and personal potential through music.

Interested in learning more about Encore Music Foundation? Please click the button below to visit our website. We would love to hear from you!

Click here to Learn More About ENCORE



Encore Music Foundation is a not-for-profit organization providing music education and experiences to underprivileged youth.

Apply | Donate | Volunteer | Learn online at www.encoremusicfoundation.com
780-702-6980

Follow us on Social Media...
We're Really Very Social!



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