



For Immediate Release

Friday, October 17, 2008
Calgary, Alberta

King Eddie Lives Street Party

A new mission for the King Eddie. A new beginning for East Village.

On the evening of Thursday, October 16 over 400 Calgarians joined the Calgary Municipal Land Corporation (CMLC) and Cantos Music Foundation in the East Village for a free street party in celebration of the rejuvenation of one of Calgary's oldest landmarks, the King Eddie Hotel.

The festive party set the stage for Chris Ollenberger, President and CEO, CMLC and Andrew Mosker, Executive Director, Cantos Music Foundation to announce the vision for the King Eddie rejuvenation. Cantos Music Foundation's vision is to transform the King Eddie into a national music centre that will house the world renowned Cantos Music Collection, and be the home for its extensive programs that currently serve more than 30,000 people each year. CMLC is the developer who is managing rejuvenation of the King Eddie and will manage the revitalization of Calgary's East Village, creating Calgary's first true urban village.

"What's happening with the King Eddie is so exciting and another example of how we are transforming the East Village into a mixed-use, vibrant, inner-city community. CMLC has already restored the old Simmons Mattress Factory and we have made, and will continue to make, significant infrastructure improvements to get the land in the East Village ready for development so that this neighbourhood can finally be transformed," says Chris Ollenberger, CEO and President of CMLC.

Andrew Mosker, Executive Director, Cantos Music Foundation adds, "The King Eddie was a Calgary icon for over 100 years and renowned blues bar in its 80s hay day. It is the perfect place for Cantos Music Foundation to realize our vision in being a national catalyst for discovery, innovation and renewal through music."

During the celebration, Calgarians danced in the street to the music by acclaimed, local blues-inspired bands. As soon as the sun went down, a never-seen-before-in-Canada light show began using light projection technology and a real time interface. David Brunning, aka the Kid Belo, mesmerized the crowds as he, "grafittied" the walls of the King Eddie to the sound of the music by renowned local musicians. Art students from the Alberta College of Art + Design also had a chance to project their hopes and aspirations for the East Village and the King Eddie using the same technology.

Chris Ollenberger summed up the evening by saying, “The street celebration was a sign of a new mission for the King Eddie and a new beginning for Calgary’s East Village.”

For more information, or to arrange for interviews with Chris Ollenberger, Andrew Mosker, Paul Conder of Waddell and Conder (creators of the light show) or David Brunning, the Kid Belo, please contact:

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Image 1 Cutline:

Chris Ollenberger, President and CEO, CMLC (left) and Andrew Mosker, Executive Director, Cantos Music Foundation (right) at the King Eddie Lives street party.

Image 2 Cutline:

The King Eddie lights up the night and declares that it will be the House of the Blues and the new home of Cantos Music Foundation, all thanks to CMLC who is managing the rejuvenation of the King Eddie and East Village.

Image 3 Cutline:

Crowds and music brought the King Eddie back to life at the King Eddie Lives street party hosted by CMLC and Cantos Music Foundation.

Image 4 Cutline:

Sheenah Rogers, Communications and Marketing Manager, CMLC, at the King Eddie Lives street party announcing to the crowd the vision for the King Eddie and Calgary’s East Village.

Image 5 Cutline:

The King Eddie lights up the night at the King Eddie street party, hosted by CMLC and Cantos Music Foundation.