

## Call for Applications: 2021 Virtual Edition of AE West

Canada's Music Incubator and National Music Centre announce call for applications for digital program

*(May 20, 2021 – Toronto, ON and Calgary, AB)* Canada's Music Incubator (CMI) and the National Music Centre (NMC) are inviting artists of all genres across Western Canada to apply for the 2021 digital edition of Artist Entrepreneur West (AE West) by Friday, September 24, 2021.

The artist development program was brought online in 2020 with 12 emerging artists able to access business skills and customized training from industry professionals that will ready them for post-pandemic relaunch. After a successful run last year, the four-week digital edition will return from November 2-26, 2021. It includes virtual seminars, workshops, one-on-one mentoring, webinars, and more. The cost for the online program is \$850 plus tax per artist.

"Despite the challenges of the pandemic, CMI has continued to deliver impactful and empowering programs to artists and managers across Canada," said Ryan Warner, Programs Director, CMI. "We're excited for a new virtual offering of AE West and look forward to developing the talented artists of Western Canada in a hands-on, customized program with a personal touch."

AE West is an extension of CMI's highly regarded, Toronto-based Artist Entrepreneur program and represents a partnership between CMI, a national not-for profit organization, and NMC. The majority of costs for the program are offset thanks to the generous support of TD, Viewpoint Foundation, the Kanovsky Family Foundation, and the Government of Canada. Many notable artists have benefitted from the program, including 2021 WCMA-nominated R&B artist Sebastian Gaskin, 2020 JUNO Award-winning soul-folk singer Celeigh Cardinal, 2019 Project WILD Top 10 Finalists, Michela Sheedy and Devin Cooper, and more.

"The light at the end of the tunnel is growing brighter for the return of live music," said Adam Fox, Director of Programs, National Music Centre. "With this in mind, we are eager to help artists prepare for careers in a post-COVID world and arm themselves with the skills to navigate the music industry as the world begins to reopen."

Eligible artists must be 18 years old or over and actively writing, recording, releasing (or about to release) music and performing live. Interviews will be conducted with appropriate candidates in October prior to program admission.

Interested, eligible artists can apply now at: [canadasmusicincubator.com/aewest](https://canadasmusicincubator.com/aewest).

### **About AE West**

Based on Canada's Music Incubator's long-running Artist Entrepreneur program, AE West is designed to help emerging artists and bands from all genres build their businesses and careers. Artists will work closely with Canada's Music Incubator and the National Music Centre team of social media, marketing, management, promotion, publicity, funding, touring, songwriting and live performance experts. They will also be introduced to a wide range of active music industry professionals. Artists will also have ongoing access to mentors and resources post-program.

### **About Canada's Music Incubator**

Canada's Music Incubator (CMI) is a national not-for-profit organization providing customized and ongoing mentorship to professional artists and managers. Using the pillars of mentoring, collaboration and industry connectivity, our mission is to empower these creative entrepreneurs in the development of sustainable careers and businesses which meet their definitions of success. Since 2012, CMI has provided over 8,700 hours of professional development and mentored over 1,000 artists and managers spanning all genres of music across Canada. CMI was co-founded by Coalition Music and is based at their Toronto facility. For more information, please visit [canadasmusicincubator.com](http://canadasmusicincubator.com).

### **About the National Music Centre**

The National Music Centre (NMC) has a mission to amplify the love, sharing, and understanding of music and is preserving and celebrating Canada's music story inside its home at Studio Bell in Calgary's East Village. A registered charity with programs that include exhibitions, artist development, performance, and education, NMC is inspiring a new generation of music lovers. For more information about NMC's onsite activities, please visit [studiobell.ca](http://studiobell.ca). To check out the NMC experience online, including video-on-demand performances, made-in-Canada stories, and highly entertaining educational content, visit [amplify.nmc.ca](http://amplify.nmc.ca).

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