Canada’s Only University-run Record Label Blasts off on April 6

EDMONTON, ALBERTA – MacEwan’s Bent River Records - Canada’s only active university record label – kicks off with a celebratory launch party and concert, April 6, 2017, 7 to 9 pm at the John L. Haar Theatre, at MacEwan University's Centre for the Arts and Communications. The launch party coincides with the end of the winter semester, making it one of the last big events to take place at the campus, which is moving to its new downtown location in fall 2017.

The launch will feature performances by three of Bent River's inaugural recording artists:

- MacEwan University voice instructor Mallory Chipman performing from her release, Nocturnalize,
- MacEwan assistant professor Kent Sangsters Obsessions Octet with selections from their third recording, Steppin' Up,
- Montreal-based Acid Bunny (Jean-Nicolas Trottier) with songs from their release, High School Fantasy. The Acid Bunny project is an example of interuniversity collaboration, with the core group originating at McGill university in Montreal.

Local jazz bassist and head of recording at MacEwan University Paul Johnston, has recorded and produced for some of Canada’s most prominent labels. “Bent River Records is an innovative participatory action research project designed with the purpose of bringing together recording artists, faculty and students to collectively develop and document a new model of arts management, design, marketing, and music production. The artists on our label are provided with expertise and resources that are sometimes difficult to secure in today's culture.”

Bent River Records is an innovative learning lab project with an aim to respond to the dramatic changes that have occurred in the recording industry over the past 20 years. The label enables artists to access recording and promotional assistance in exchange for learning opportunities for students. Led by a label management group consisting of MacEwan University faculty and students, Bent River is one of Canada’s few university record labels.

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