



Madison Children's Museum
100 State Street . (608) 256-6445
www.madisonchildrensmuseum.org

For Immediate Release

Contact: Amy Mertz, 608.268.1231, ext. 13
amertz@madisonchildrensmuseum.org

Get your groove on family-style with ...



MCM's winter benefit set for Saturday, Feb. 6, at the High Noon Saloon

MADISON, Wis. (January 18, 2009) — Let Madison Children's Museum relieve your family's cabin fever with its second annual **Kids Rock!**, our signature winter music event, on **Saturday, February 6**, from **1 p.m. to 4 p.m.** at the **High Noon Saloon**, 701 E. Washington Avenue.

Prepare to be entertained as a variety of children's performers take the stage in turn, followed with an opportunity for kids to unleash their inner rock star through karaoke backed by a live band. The fun begins at 1 p.m. with Kirsti's Toddler Music All-Star Singalong, followed by Ken Lonquist and the Kenland Band (1:15 p.m.), Truly Remarkable Loon (2 and 2:45 p.m.), a preview performance of "School House Rock" by the Laboratory Theatre (2:15 p.m.) and Kid'Oke, live karaoke with the Gomers (3 p.m.).

The Gomers, a Madison favorite, do a weekly "Rock Star Gomeroke" gig at the High Noon every Tuesday night. Those wishing to belt out a tune at Kids Rock! can choose a song in advance by visiting the Gomeroke song list at www.thegomers.net.

Along with live music, free snacks will be served, and beverages will be available for purchase. Children's activities include face painting, and arts and crafts projects. A silent auction of items and services donated by Madison Children's Museum staff members includes a nice range of offerings, from framed art to cat-sitting services to a Madison Mallards family ticket package. Additionally, the museum will be unveiling its new logo at the event.

Tickets are \$12/individual or \$40/family four-pack. Please visit MadisonChildrensMuseum.org to download a registration and ticket order form or call McKenzie at 608.256.6445, ext. 18.

MCM's Kids Rock! is sponsored by:



Madison Children's Museum: Madison Children's Museum (MCM) is an award-winning organization which fosters family and community connections, and provides a place where every child can learn

– MORE –

through play in an interactive environment. MCM's hands-on exhibits and programs celebrate and encourage children's imaginations and the power of play as the cornerstone of learning.

Madison Children's Museum closed its doors on Jan. 4 to begin preparing for the move into its new facility down the Capitol Square. The museum is scheduled to reopen in mid-August, with plenty of new, exciting exhibits along with some favorites from the State Street location. **While we are closed, please visit our Web site for MCM Road Show events**, which are scheduled from late January through the end of May at various locations in south central Wisconsin. The Road Show is sponsored by Target.

For more information about the museum, please visit www.MadisonChildrensMuseum.org.

###