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FOR IMMEDIATE RELEASE

Youth take Center Stage at MCM's Kids Rock! on Feb. 4

MADISON, Wis. (Tuesday, January 10, 2012) – Hit the right note this winter by purchasing tickets to Madison Children's Museum's fourth annual Kids Rock! fundraiser on Saturday, February 4. The event runs from 1–4 p.m. at the High Noon Saloon, 701 E. Washington Ave.

Kids can spend the afternoon rocking out to Ken Lonquist & the Kenland Band (1 p.m.), and they can even take the stage themselves for Kiddy-oke with the Gomers (2:45 p.m.). In between musical acts, they're sure to be wowed by magician James Ember (2:15 p.m.), who by day is a manager for The Roman Candle pizzeria. Those who attend Kids Rock! will also enjoy arts and crafts, face painting, and snacks.

Kids can choose a karaoke song in advance by visiting beeftone.com/gomers.html to check out the Gomeroke song list. Or for those who are not content to perform a cover, the museum is offering a new Kids Rock! Songwriting Workshop on Sunday, January 29, from 3–4:30 p.m. Led by Ken Lonquist and the Gomers' Dave Adler, participants will get guidance with their songwriting, then rehearse it before performing it live at Kids Rock! Ages 8 and up are welcome to register for the workshop (cost is \$5) at the museum's front desk; by calling 608.256.6445, ext. 156; or online at MadisonChildrensMuseum.org. A \$3 service charge applies for online workshop reservations.

Kids Rock! tickets cost \$12 each, \$40 for a Family Four-Pack, or \$6 for Family Access members. Visit MadisonChildrensMuseum.org to purchase them. Children under 1 get in for free. Online ticket sales end at noon on Friday, February 3. Tickets may also be purchased at the High Noon Saloon on the day of the event (cash only; ATM available at venue). Doors open at 12:30 p.m.

The museum will remain open on February 4 during its usual hours from 9:30 a.m.–5 p.m.

Madison Children's Museum: Madison Children's Museum (MCM) is an award-winning organization whose hands-on exhibits and programs celebrate and encourage children's imaginations and the power of play as the cornerstone of learning. For more about MCM, including a fact sheet and detailed exhibit descriptions, please visit <http://www.madisonchildrensmuseum.org/about-mcm/newsroom/>. To download photos for media use, please visit our Flickr page at <http://www.flickr.com/mcmmarketing>.

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