



# NEWS

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## ***Charter to Sponsor 3 New Attractions at Rhythm and Booms***

*Charter to Bring SpongeBob SquarePants & Patrick, U.S. Army Golden Knights and Middle School Flag Contest to 2010 Event*

(**Madison, WI**) – Wisconsin families attending Rhythm and Booms on Saturday, July 3<sup>rd</sup>, will have a few new sights to take in. Charter, a longtime sponsor of the city of Madison’s official 4<sup>th</sup> of July celebration, today announced an increased commitment to its sponsorship of Rhythm and Booms with three new attractions that include appearances by Nickelodeon’s SpongeBob SquarePants and Patrick, an aerial show featuring the U.S. Army Golden Knights Parachute Team, and participation in a flag design contest. “Charter enjoys supporting Rhythm and Booms,” said Tim Vowell, Director of Government and Public Relations for Charter in Wisconsin. “It is an event that our customers and employees love to attend and we are very excited about what we will be bringing to Rhythm and Booms for the first time this year.”

Charter’s biggest coup may be working with Rhythm and Booms to bring the U.S. Army Golden Knights Parachute Team to Warner Park. This elite demonstration and competition team will perform two parachute jumps at Rhythm and Booms; one at 5:15 p.m. and one at 9:05 p.m., coinciding with the fireworks show. Additionally, Charter will offer 50 lucky Wisconsin residents an opportunity to meet the Golden Knights at a special meet-and-greet on Friday, July 2, prior to Rhythm and Booms’ opening day. Participation in the meet-and-greet is free and is open to any Wisconsin resident 13 years of age or older however registration is required and available at Charter’s Sales & Service Centers at 2701 Daniels Street in Madison and at 2935 South Fish Hatchery Road and throughout the month of June.

Charter hopes to score a big hit with kids and families with the introduction of Nickelodeon characters SpongeBob SquarePants and his starfish friend Patrick at Rhythm and Booms. “SpongeBob and Patrick are popular with our customers and Wisconsin residents wherever they go,” Mr. Vowell said.

SpongeBob and Patrick will be at the WOLX Kids Area from 1 p.m. until 5 p.m. to meet children and parents and pose for pictures. Admission to the WOLX Kids Area is free, for as long as SpongeBob and Patrick are available.

Charter is also inviting the community to vote for their favorite flag in Charter's first-ever Rhythm and Booms Flag Design Contest. Flag designs were submitted by the May 21 deadline by students from area middle schools and the following students are finalists:

Gracie Addington from Pardeeville;  
Kassy Bauman from Barneveld;  
Chad Castleberg from Sun Prairie;  
Katherine Ferge from Cottage Grove;  
Kennedy Kitelinger from Linden.

Voting ends on June 18. Charter customers may view the flags by tuning in to Charter On Demand (Charter TV Channel 1) by selecting "I Want More", then "Education." Voters may also access the designs at [www.rhythmandbooms.com](http://www.rhythmandbooms.com), [www.wolx.com](http://www.wolx.com), and [www.wkowtv.com](http://www.wkowtv.com). Online voting is available until June 18 at [www.wkowtv.com](http://www.wkowtv.com). The flag design receiving the most votes will be made into a flag to be raised and flown at the Rhythm and Booms Warner Park grounds on July 3.

"We are pleased that Charter is bringing more to the community by increasing its commitment to Rhythm and Booms this year," said Terry Kelly, President of the Madison Fireworks Fund and coordinator of Rhythm and Booms. "It is clear that Charter takes its reputation seriously as a local company and a civic partner of this event."

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## **About Charter**

Charter Communications, Inc. (CCMM - OTC Bulletin Board) is a leading broadband communications company and the fourth-largest cable operator in the United States. Charter provides a full range of advanced broadband services, including advanced Charter Cable™ video entertainment programming, Charter Internet™ access, and Charter Phone™. Charter Business® similarly provides scalable, tailored, and cost-effective broadband communications solutions to business organizations, such as business-to-business Internet access, data networking, video and music entertainment services, and business telephone. Charter's advertising sales and production services are sold under the Charter Media® brand. More information about Charter can be found at [www.charter.com](http://www.charter.com).

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