



(For immediate release)

Rhythm and Booms[®] 2007

This year's event will be on Saturday, June 30, 2007

WOLX/Miller Oldies Stage will be Open until 11:30 PM

Triple M Stage FREE – exceptional lineup

Charlie FM Children's activities area, Carnival and Skydivers featured

Proceeds to Benefit Children's Charities

MADISON, Wisconsin [May 31, 2007] – This year's Rhythm & Booms[®] celebration will be held at Warner Park on Madison's north side on Saturday, June 30, 2007. The all-day event will feature "world class" fireworks, choreographed to music broadcast on WOLX 94.9 FM, beginning at 9:30 PM.

Please be sure to bring your radios to the park, for live announcements throughout the day, as well as the music soundtrack that accompanies the fireworks display. Tune your radios to WOLX 94.9 FM.

Terry Kelly, President of the Madison Fireworks Fund, Inc. – which produces and manages the Rhythm & Booms[®] annual celebration – announced today that the fireworks music will feature new fireworks effects such as "Octopus" shells, "Falling Leaves", new shapes and colors all choreographed to a wide selection of music including patriotic, Celtic, "Night on Bald Mountain", selections from the hit Beatles soundtrack "Love", the movie Dreamgirls, and hits by the Dixie Chicks.

Kelly said, "We also have an incredible finish of patriotic music planned, including the all-time favorite 1812 Overture. We have worked since February with J&M Displays on new and exciting selections of fireworks effects to delight us all this year. Many of these are hand made in Iowa and Missouri. We expect it to be the most spectacular Rhythm and Booms yet!"

The Wisconsin National Guard will once again entertain us with multiple military demonstrations including the perennial crowd-pleaser, the 115th Fighter Wing of the Wisconsin Air Guard's F-16 flyover at dusk, a ground display of the 147th Command Aviation Battalion Wisconsin Army National Guard UH-60 Blackhawk helicopters and other military equipment during the afternoon.

Performing this year on the Miller Beer/WOLX 94.9FM Oldies Stage are "American English", the fantastic Beatles tribute band; "Super Tuesday", one of the Madison area's most fun rock n' roll groups; and the legendary "Little Vito and the Torpedoes", another of the area's favorite club groups. New this year, immediately following the fireworks, Little Vito and the Torpedoes will return to the stage, and beer and food service will resume until 11:30 PM. Entry to the Oldies stage is \$5, and gates open at noon.

The Triple M Stage is FREE admission for 2007, and features a great lineup of music. The entertainment begins at 2 PM with Ryan Shaw, followed by The Blue Olives, Bascom Hill, and one of the Midwest's most popular groups, The Love Monkeys. Admission is FREE, and gates open at 1 PM.

Rhythm & Booms® 2007 will feature a full day of family events for kids of all ages. The "Charlie FM" children's activity area, sponsored by WCHY radio and Keva Sports Center, will feature special activities for kids and families including soccer, inflatable bouncy rides, and kite flying. The children's area will be located at the soccer field between the Mallards baseball stadium and the Oldies stage on the eastern end of Warner Park. A full carnival will also be at Warner Park and will be open on Friday night from 5-11 PM and all day Saturday until the fireworks.

The Madison Mallards will play the LaCrosse Loggers in the baseball stadium, beginning at 5:05 PM. Fans will be able to spread blankets in the outfield after the game, listen to the official soundtrack – which will be played on the stadium speakers – and stay to watch the fireworks.

Rhythm & Booms® is the largest annual single day event in Wisconsin, and is funded by major sponsors American Family Insurance, M&I Bank, the City of Madison, County of Dane, WKOW-TV27, and Charter Communications. Media sponsors are WOLX 94.9 FM, WCHY 101-5 Charlie FM, WMMM 105.5 FM, Charter Communications and WKOW-TV. The Oldies Stage is sponsored by Miller Beer and WOLX 94.9 FM, with additional support from Culver's and Pepsi. Hundreds of other area businesses and individuals contribute as well.

The Madison Fireworks Fund is a 501(c)(3) charitable foundation, and the proceeds from Rhythm & Booms®, after expenses, are donated to Madison children's charities. Over one-third of a million dollars has been donated to local charities from previous Rhythm & Booms® events.

"We appreciate your attendance at Rhythm & Booms®, and we hope that you arrive both hungry and thirsty," Terry Kelly said. "Several hundred volunteers will be working at the event, and we'll have plenty of great food and cold beer and soft drinks. Remember, the proceeds from food, beverages and souvenir sales will go to many worthy causes benefiting our community. Please also give generously to the Glacier's Edge Council Boy Scouts of America and other volunteer groups, who will be walking through the crowd with donation buckets during the event."

Madison Metro will again offer round-trip express shuttle service from the MATC parking lot – generously made available to Rhythm and Booms by MATC – direct to the event. A round-trip

ticket will cost \$4 (children 4 and under ride for free). A parking fee of \$4 per vehicle will be collected by Rhythm & Booms® volunteers at MATC.

Madison Police and Fire Departments will help with public safety, traffic control, and fireworks safety at Rhythm and Booms. Over 170 officers from Madison, Dane County, Maple Bluff, Middleton, Monona, Waunakee, and other cooperative agencies will coordinate to assure a safe, smooth event again this year. Extensive City planning will help ensure smooth “after event” traffic control, with WOLX providing live traffic reports from the air.

In the event of a weather postponement, Rhythm & Booms® 2007 will be moved to Sunday, July 1st.

Madison Fireworks Fund officials remind the public that RV's, campers and trucks will not be allowed in the Warner Park parking lot. Instead, arrangements have been made for paid parking in the Sherman Plaza parking lot directly across the street from the park.

The Rhythm & Booms® website contains extensive information about the timing and location of events, transportation and parking, safety procedures, and more. To access the website, go to www.rhythmandbooms.com.

For additional information contact:

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