



(For immediate release)

Rhythm and Booms[®] 2009

This year's event will be on Saturday, June 27, 2009

Miller Lite/WOLX Greatest Hits Stage will be Open until 11:30 PM

Carnival, Skydivers and Military Flyovers featured

World Record Hug attempt with Mascots and Celebrities

Proceeds to Benefit Children's Charities

MADISON, Wisconsin [June 3, 2009] – This year's Rhythm & Booms[®] celebration will be held at Warner Park on Madison's north side on Saturday, June 27, 2009. 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 show will feature new fireworks effects such as rainbow candles, variegated meteor mines, variegated swimming mines and doubled-heart patterns all choreographed to a wide selection of music including selections from "Slumdog Millionaire" and "Phantom of The Opera", greatest hits from Elton John, Jerry Lee Lewis and Stevie Wonder, and the traditional patriotic finale.

Kelly also said, "We have an incredible finish of patriotic music planned, including some Lee Greenwood songs, and the all-time favorite 1812 Overture. We have worked since last fall with J&M Displays on new and exciting selections of fireworks effects to delight us all this year.

Many of these are hand made right here in the Midwest. 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 Lite/WOLX 94.9FM Greatest Hits Stage are "Universal Sound", "The Nines with 100% Natural", a fantastic dance band featuring the style and choreography of Motown, and the legendary "Little Vito and the Torpedoes", another of the area's favorite club groups. 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 1 PM.

Free live music from 4-8 PM by local artist, John Masino Band, will also be provided in the Miller Lite beer garden near the Statue of Liberty. Gates open at 1 PM. A third Miller Lite beer garden will be open from 1-9:30 PM in the south viewing area of Warner Park.

Rhythm & Booms® 2009 will feature a full day of family events for kids of all ages. The Northside Community Center will host a variety of activities at the bingo tent, including a bike parade & piñata party at 12 noon, and bingo from 1:30-6:30 PM. 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 8:30 PM.

The Madison Mallards will play the Brainerd Area Lakes Lunkers 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.

Partnering with Rhythm & Booms this year is the "REACH a Child" organization that hopes to set the world record for the most simultaneous hugs given by mascots and celebrities in one hour. Lines will form at the softball diamonds at 6:45 PM and the hugging will occur from 7-8 PM. Purchase your wristband from one of the volunteers in the park. Help raise funds for REACH a Child and Rhythm & Booms by participating in this fun event.

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 and WKOW-TV27. Media sponsors are WOLX 94.9 FM, WCHY 105.1 Charlie FM, WMMM 105.5 FM, Charter Communications and WKOW-TV. Miller Lite and WOLX 94.9 FM sponsor the Greatest Hits Stage, 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 (after

expenses) 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.”

Kobussen Buses Ltd of Sun Prairie will provide 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 \$5 (children 4 and under ride for free). A parking fee of \$4 per vehicle will be collected by Rhythm & Booms® volunteers at MATC.

Parking is also available at the Dane County Regional airport. Parking will cost \$6 for the day, and is payable by credit card only at the time of exit. The MATC shuttle service does not pick up or drop off at the airport – it is park and walk only.

Madison Police and Fire Departments will help with public safety, traffic control, and fireworks safety at Rhythm and Booms. There will be approximately 200 Police Officers from the City of Madison, Dane County Sheriff's Office, Wisconsin State Patrol, Waunakee Police, Middleton Police, Maple Bluff Police, and the University of Wisconsin Police Department to assist in policing the event and assist with traffic direction before and after the event. Extensive City planning will help ensure smooth “after event” traffic control, with WOLX providing live traffic reports.

In the event of a weather postponement, Rhythm & Booms® 2009 will be moved to Sunday, June 28th.

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 Northside TownCenter parking lot (formerly Sherman Plaza) 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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