



Rhythm &

Booms® 2004

**features World-Class Fireworks, Outstanding Music Stages, and all
day Family Fun**

MADISON, Wisconsin [June 2, 2004] – This year's Rhythm & Booms® celebration will be held at Warner Park on Madison's north side on Saturday, July 3, 2004. 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 which 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 event will feature music from multiple Oscar winner, "Lord of the Rings", and adventure films "Pirates of the Caribbean" and "Miracle".

"Our Oldies section this year will feature songs recalling "teenage love" from the 1960's," Kelly said. "We have an incredible finish of patriotic music planned as well, and Global Pyrotechnic Solutions (formerly Sunset Fireworks) has "all new" effects to delight us all this year."

It was also announced today that both music stages at the event will feature outstanding national acts. Headlining this year on the Miller Beer/WOLX 94.9FM Oldies Stage are "Mitch Ryder" and "Rare Earth". Mitch Ryder and his original group "The Detroit Wheels" recorded numerous hits over the years, including "Devil with a Blue Dress On". Rare Earth, the only successful white band to be signed with the Motown label, also recorded several hits. Also performing on the oldies stage will be "Road Trip", a six-piece rock and roll band from Oshkosh, Wisconsin, and returning for their ninth consecutive year at Rhythm & Booms® is a perennial favorite, "The Vic Ferrari Band".

The Triple M Blues stage will feature “John Eddie”, Jonatha Brooke, and Ben Arthur.

Rhythm & Booms® 2004 will feature a full day of family events for kids of all ages. The “Buzz” family and children’s activity area, sponsored by WBZU radio, will feature special interactive rides, face painting, magic acts and more, and will be located outside the baseball outfield fence. A full carnival will also be at Warner Park and will be open on Friday night from 5-11 PM and all day Saturday.

The Madison Mallards will play the Alexandria Beetles 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 watch the fireworks.

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 Madison Fireworks Fund is a 501(c)(3) charitable foundation, and the proceeds from Rhythm & Booms®, after expenses are paid, 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. “Nearly one thousand volunteers will be working at the event, and the proceeds from food, beverages and souvenir sales will go to many worthy causes benefiting our community. Please also give generously to our Wisconsin Boy Scouts, who will be walking through the crowd with donation buckets during the event.”

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.

Madison Fireworks Fund, Inc. thanks the City of Madison and Dane County for their year-round enthusiastic help and financial support of this event. Major sponsors of Rhythm & Booms® are M&I Bank, American Family Insurance, and WKOW-TV27, with additional support from RSM McGladrey, Inc. Without these sponsors, and over 100 other business which contribute time, money, services and materials, Rhythm & Booms® 2004 would not be possible.

For additional information contact:

Terry Kelly, President – or – Deb McCue, Vice President
Madison Fireworks Fund, Inc.
6515 Grand Teton Plaza, Suite 140
Madison, WI 53719
(608) 833-6717 or 274-5789