

Contacts: Adam Crane, acrane@laphil.org, 213.972.3034
Lisa Bellamore, lbellamore@laphil.org 213.972.3689
For photos: 213.972.3034

KIDZAPALOOZA DEBUTS AT HOLLYWOOD BOWL

LA PHIL PRESENTS THE FIRST-EVER KIDZAPALOOZA IN LOS ANGELES

Sunday, September 28, 2008

Tickets On Sale May 10

The Los Angeles Philharmonic Association, in collaboration with Perry Farrell (frontman for Jane's Addiction and creator of the world-famous Lollapalooza) and Tor Hyams (co-creator of Kidzapalooza), proudly announces the first **Kidzapalooza** in Los Angeles at the Hollywood Bowl on Sunday, September 28, 2008. For the first time ever as a stand-alone festival, Kidzapalooza features interactive, family-oriented musical activities and kid-friendly, rocking main stage performances, including special appearances by **Perry Farrell** and other special guests. Pre-show activities begin at 4:30pm, with main stage performances starting at 6:30pm.

Kidzapalooza is the very first music, art, and fun festival developed especially for parents and kids alike. The mission of Kidzapalooza is to create happiness for every participant and to expose children to messages of kindness, respect and self-discovery through a concert and festival that their parents are not only comfortable with, but will enjoy as much as their children.

Kidzapalooza was introduced in 2005 as part of the Lollapalooza Festival in Chicago and featured kid-friendly performances and fun-filled activities such as Paul Green's School of Rock, breakdancing lessons, hip-hop and freestyle workshops, rock-n-roll hairdooz, fake tattoos, and more. Kidzapalooza at the Hollywood Bowl will expand upon these ideas and ideals while taking advantage of the expansive, scenic and unique landscapes of this historical venue and county park.

A place for parents and their children since its inception (kids under 2 are always free), the Hollywood Bowl is the perfect setting for an entertaining and educational day for the entire family. "Kidzapalooza has achieved great success in Chicago under the umbrella of

Lollapalooza, but like all children, there comes a time when the kid has to leave the nest," stated Tor Hyams. Perry Farrell continued, "The Bowl is an ideal venue for Kidzapalooza. With its massive space on the site's grounds in addition to a stage platform second to none, the Bowl allows us to fully realize the Kidzapalooza model."

Specific artist performances and pre-show activities for the first-ever Kidzapalooza at the Hollywood Bowl will be announced shortly.

One of the largest natural amphitheaters in the world, with a seating capacity of nearly 18,000, the **HOLLYWOOD BOWL** has been the summer home of the Los Angeles Philharmonic since its official opening in 1922, and in 1991 gave its name to the Hollywood Bowl Orchestra, a resident ensemble that has filled a special niche in the musical life of Southern California. The 2004 season introduced audiences to a revitalized Hollywood Bowl, featuring a newly-constructed shell and stage and the addition of four stadium screens enhancing stage views in the venue. To this day, \$1 buys a seat at the top of the Bowl for many of the Los Angeles Philharmonic's concerts. While the Bowl is best known for its sizzling summer nights, during the day California's youngest patrons enjoy "SummerSounds: Music for Kids at the Hollywood Bowl," the Southland's most popular summer arts festival for children, now in its 39th season. Attendance figures over the past several decades have soared: in 1980 the Bowl first topped the half-million mark and close to one million admissions have been recorded. In February 2008, the Hollywood Bowl was named Best Major Outdoor Concert Venue for the fourth year in a row at the 19th Annual Pollstar Concert Industry Awards; the Bowl's summer music festival has become as much a part of a Southern California summer as beaches and barbecues, the Dodgers, and Disneyland.

EDITORS PLEASE NOTE:

SUNDAY, SEPTEMBER 28, 2008, 4:30pm (activities), 6:30pm (main stage)
HOLLYWOOD BOWL, 2301 N. Highland Ave. in Hollywood

KIDZAPALOOZA

PERRY FARRELL, special guest

Tickets (\$12 - \$70) are on sale May 10th at **HollywoodBowl.com**, at the Hollywood Bowl Box Office (Tuesday – Saturday, 12 p.m. – 6 p.m.), or by calling Ticketmaster at 213.480.3232, and at all Ticketmaster outlets. Groups of 10 or more may be eligible for a 20% discount, subject to availability; call 323.850.2050 for further details. **For general information or to request a brochure, call 323.850.2000.**

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