

New CoolKidz Expo Announces Entertainment Schedule for April 17-18

RALEIGH, N.C. (March 24, 2010) – The inaugural CoolKidz Expo – the show to inspire and entertain today’s family – announces its entertainment schedule for April 17-18, 2010 at the Raleigh Convention Center.

For two fun-filled days, Busch Gardens/Water Country USA, Crayola, Patch Products, The Rusty Bucket Kids, Time Warner Cable, WakeMed, You CAN Do the Rubiks Cube and other sponsors and exhibitors will showcase the latest trends, exciting products and innovative services.

At Noon on Saturday, April 17, The Rusty Bucket Kids will premiere its one-hour pilot episode, “Lincoln, Journey to 16,” in the Peak City International Film Festival Theatre. The episode and other films will be shown throughout the weekend in the Peak City International Film Festival Theatre.

And there will be musical entertainment aplenty and more on the Busch Gardens/Water Country USA Stage and in Kidsville News! Showcase Central, including mascots from local sports teams and Truman Dragon. Plus the All Booked Up Author Spotlight Area featuring several local authors.

Saturday, April 17

- 10:00-10:30 Learn about Life in a Rainforest with Busch Gardens on Main Stage
- 10:30-11:00 Kidsville Kids in Showcase Central
- 11:00-12:00 Lunch Money on Main Stage
- 12:00-1:00 The Rusty Bucket Kids Premiere in Peak City International Film Festival Theatre
- 12:30-1:00 Donna Washington in Showcase Central
- 1:00-1:30 Kidsville Kids in Showcase Central
- 1:30-2:30 Laughing Pizza on Main Stage
- 3:00-3:30 Learn about Life in a Rainforest with Busch Gardens on Main Stage
- 4:00-4:30 Tri-Force Jump Rope in Showcase Central
- 5:00-5:30 Kidsville Kids in Showcase Central
- 5:30 -6:15 Magical World of Michael Creech on Main Stage
- 6:45-8:00 G.W. Pierce and The Rusty Bucket Band on Main Stage

Sunday, April 18

- 10:30-11:00 Learn about Life in a Rainforest with Busch Gardens on Main Stage
- 11:00-12:00 Truman Dragon from Kidsville News! in Showcase Central
- 12:00-12:45 Comedy of Ron Johnson on Main Stage
- 1:30-2:00 Micah Lancaster Hoops City U in Showcase Central
- 2:30-3:00 Learn about Life in a Rainforest with Busch Gardens on Main Stage
- 3:30-4:30 Big Bang Boom on Main Stage

SPECIAL NOTE: Additional info about some of the entertainment is located below.

In addition to the entertainment, kids and families will engage in fun and educational interactive activities. Encounter new and creative ideas in the Crayola Play Zone and Crayola Arts & Crafts Center. Take a break and refuel with a healthy and affordable cool Kidz Meal bag or relax in the ice cream parlor and coffee lounge.

CoolKidz Expo supports positive lifestyle pursuits for kids and families by promoting proficiency in academics, a positive self-image and a healthy lifestyle. Sponsor and exhibitor prizes will be raffled off throughout the weekend, with proceeds benefiting the American Heart Association through the Jump Rope for Heart and Hoops for Heart programs.

Mix 101.5, WRAL.com's Go Ask Mom, Kidsville News!, Carolina Parent and Metro Magazine are the media partners.

The Expo hours are Saturday, April 17 from 9am-8pm and Sunday, April 18 from 10am-5pm. Admission is \$9 for Adults, \$7 for Seniors (age 65+), \$4 for CoolKidz (ages 3-15) and free under age 3. Discount coupons are available online.

Web site: www.CoolKidzExpo.com

Twitter: <http://twitter.com/coolkidzexpo>

Facebook: <http://www.facebook.com/CoolKidzExpo>

Big Bang Boom

Big Bang Boom is a power pop trio that writes and performs parent-friendly children's music. Their live show is high-energy and gets the crowd involved. Professional rockers Chuck Folds (younger brother of piano rocker Ben Folds), Steve Williard, and Eddie Walker will have your young rockers singing and dancing. From getting the kids on stage to the parents-vs-kids hokey pokey challenge – there is no sitting down! www.chuckfolds.com/bigbangboom.html

Magician Michael Creech

Buckle your seats and get ready to enter the Magical World of Michael Creech. With nearly 20 years of performance experience, Michael's showmanship and diversity of close miracles to breathtaking stage magic makes his show a ride to remember! www.mimproductions.net/

Comedian Ron Johnson

Ron's hilarious blend of comedy, magic and songs will keep you on the edge of your seat. He's professional, clean, funny, and involves the audience in a show that you will remember long after you leave the expo! www.ronjohnsonshow.com/

Kidsville News! Showcase Central

Activities galore! This is the spot for some great team exhibitions such as jump roping and basketball handling. Meet Truman Dragon from Kidsville News! and be entertained by the

Kidsville Kids. You may want to join the action or just settle in for the show. And, a not-to-miss attraction is the amazing artwork that will be created by artist Dan Nelson right in the Kidsville News! area. He will be painting a one-of-a-kind masterpiece of the expo experience right before your eyes! www.KidsvilleNews.com

Micah Lancaster Hoops City U Ball Handling Demo

Micah Lancaster has one of the greatest handles in the world according to NBA Skill Coach Ganon Baker. Lancaster is the Executive Director of Basketball Training at Hoops City U (Raleigh-Durham) and the lead trainer for Nike sponsored Ganon Baker Basketball Services, a basketball organization responsible for training over 15,000 players every year and working with the likes of Kobe Bryant, LeBron James, Deron Williams, Chris Paul, Amar'e Stoudemire and more. Being called by some "the best young skill development trainer on both coasts," Lancaster is highly acclaimed as a skill development trainer, a camp clinician, and motivational speaker. www.hoopscityu.com; www.ganonbakerbasketball.com

Laughing Pizza

Laughing Pizza is a real family band that makes original music for kids, parents and loved ones alike. Their music videos are seen daily by millions across the country. Their audience spans many ages and their live performances are energetic, interactive, dance-filled shows that get kids and parents up and moving! www.laughingpizza.com

Learn about Life in a Rainforest with Busch Gardens

Some are icons. Some are heroes. Some are the subjects of legends and myth. And others simply like to sing and spread good cheer. They are the animals of the Busch Gardens and SeaWorld family of parks. And each of them has a unique story to remind us that we are all part of one large, extended family known as Mother Earth. Learn about conservation efforts and what you can do to help protect these valuable creatures that will be featured in two shows daily. www.buschgardens.com ; www.watercountryusa.com

Lunch Money

Lunch Money brings the indie-rock experience to family audiences with an energetic salute to the stuff of childhood: roller coasters, giant cookies and getting dizzy. The band delivers a high-energy show that aims to get children and their parents dancing, thinking and laughing. www.lunchmoneymusic.com/

G.W. Pierce and The Rusty Bucket Band

G.W. Pierce is a Raleigh-based singer and songwriter. His music reflects humility as well as his love for family and friends. His voice possesses the honesty and soul of country music's classic male vocalists: George Strait, Kenny Chesney and Randy Travis. G.W. co-wrote and performed three songs from the soundtrack to The Rusty Bucket Kids, including the title track "Get On Board." www.TheRustyBucketKids.com

Tri-Force Jump Rope

Tri-Force Jump Rope is a competition and performance jump rope team from Morrisville. It offers recreational and competitive jump rope classes and teams for athletes of all ages. Two members of the Tri-Force Jump Rope team appeared as members of Saltare on MTV's

“America’s Best Dance Crew: Season 5.” The focus of Tri-Force Jump Rope is to encourage physical fitness through offering jump rope to athletes of all ability levels. www.triforcejr.com

Donna Washington

Donna Washington is a local award-winning author and storyteller. She has written three books: “The Story of Kwanza;” “A Big Spooky House;” “A Pride of African Tales;” and has a fourth one on the way. Washington has performed at thousands of schools and libraries and numerous storytelling festivals throughout the country and offers workshops in storytelling, writing, education, and creative drama for librarians and educators. www.dlwstoryteller.com

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