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Press Release
FOR IMMEDIATE RELEASE

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***Educational Outreach Program Looks Toward the Future
Classics for Kids® on 88.7 KCME-FM***

December 19, 2007 - Colorado Springs, CO: Looking toward the future, 88.7 KCME-FM is reaching out to the youngest members of our community to ensure that classical music is available and appreciated by the next generation. The award-winning **Classics for Kids®** educational outreach program, which **starts on-air at 88.7 KCME-FM on January 6**, provides a dynamic, entertaining and innovative way to introduce children to classical music.

Classics for Kids'® unique combination of radio broadcast, interactive website and lesson planning materials, as well as classroom visits by 88.7 KCME-FM Classics for Kids® co-host Michael Campion, bring classical music to life in a way that engages kids and delights adults.

Families can tune to Classics for Kids® **every Sunday at 5:30pm** on 88.7 KCME-FM. Hosted by Naomi Lewin of Cincinnati, Ohio and Michael Campion of Colorado Springs, Classics for Kids® focuses on a different composer each month, with each week's program highlighting a different aspect of that composer's life and work. Lewin and Campion use music that is accessible to children to tell the composer's story, illustrate a musical concept and pique a child's interest. Weekly topics may include the composer's life, a trip through the music and its instrumentation, an explanation of the musical form, the story behind the piece or interesting connections between composers.

The Classics for Kids® multimedia-learning center at www.kcme.org provides an additional interactive experience where kids learn about music while playing games, listening to classical music, learning about composers and hearing how the instruments of the orchestra sound. The site's features include four multimedia games, an interactive musical dictionary, an audio archive of radio programs, downloadable activity sheets, and audio files of favorite classical music.

The website also hosts both a parent and teacher resource section. Parents will find tips and advice for young musicians, reading lists, and suggestions for musically oriented videos and video games.

The site's teacher resource center helps educators integrate classical music into their daily curriculum and further their educational goals. Lesson plans, which are based on National Standards for the Arts, state academic standards and Multiple Intelligence Learning Theory, can be downloaded from the program's website. Each set of plans is built around a classical music composer and a featured piece of music and can be used not only by music teachers but also for instruction of language arts, math, science and social studies. Teachers can access these materials, including overviews of the Orff and Kodaly teaching methods, and integrate the lessons into their classroom at their own convenience.

Classroom visits to Colorado schools by 88.7 KCME-FM host Michael Campion further promote the education of classical music. Campion, an accomplished composer, musician and educator, works as a part-time announcer at 88.7 KCME-FM, is an instructor at the Colorado Springs Youth Conservatory, is Program Annotator for the Colorado Springs Philharmonic, and also teaches private piano lessons. His love of music and his ability to relate to kids in a way that engages them, make him highly qualified to educate and entertain young audiences about classical music.

The benefits of music education are well known. Children do gain enormously through the study of classical music. Not only do they use their minds better; they also learn to think creatively, imagining solutions to problems that are "out of the box." Youngsters who play instruments discover the rewards that come after hard work produces a successful performance. Those who belong to an orchestra develop discipline, a respect for others and learn to work as a team. Audience members gain insight into different cultures. All are exposed to the incomparable.

88.7 KCME-FM believes every child deserves the opportunity to listen to and learn about great music. Classics for Kids® is a fun, friendly, exciting exploration of music – and adults love it too! Make classical music a part of your family's everyday life and reap the rewards. Tune to 88.7 KCME-FM for Classics for Kids® every Sunday at 5:30pm and click on the Classics for Kids® link on the www.kcme.org homepage and see for yourself.

The 88.7 KCME-FM Classics for Kids® program is underwritten by **Dublin Primary Care**, and funded in part by the generosity of the **Pikes Peak Community Foundation**. KCME General Manager Jeanna Wearing stated, "We are so grateful to Dublin Primary Care and the Pikes Peak Community Foundation for supporting the Classics for Kids® program. The program allows 88.7 KCME-FM to fulfill its mission by taking the torch of classical music and passing it on to younger generations".

About 88.7 KCME-FM:

88.7 KCME-FM, a non-profit radio station, broadcasts classical music 24-hours a day at 88.7 FM, with funding solely from the voluntary contributions of foundations, corporations and individuals in central and southern Colorado. KCME can be heard around the world through online streaming at www.kcme.org.

KCME's mission is to foster the appreciation of great music. We will achieve this goal by cultivating knowledge and enjoyment of the music by listeners of all ages, by expanding the reach of our coverage, by maintaining state-of-the-art audio quality and by supporting the arts in our broadcast area.