



Antonia Joy Wilson
Artistic Director & Conductor

FOR IMMEDIATE RELEASE

September 21, 2010

Midland Symphony Orchestra presents:

What: 4th Annual Mister Rogers' Sweater Drive Kick-Off Event & Discovery Center

When: Kick-Off Event: October 9 • 1 pm & 4 pm
"Where Do Sweaters Come From?" Discovery Center: October 9 • 2 – 3:30 pm

Where: Midland Center for the Arts, 1801 W. St. Andrews Rd., Midland, MI 48640

Cost: \$8 | Family 4-pack \$25

Information: Call Ticket Office at (989) 631-8250 or (800) 523-7649 or www.mcfta.org

Find this on our website: <http://www.mcfta.org/SpecialEvents.html#rogers>

MIDLAND –

"All of us, at some time or other, need help. Whether we're giving or receiving a sweater, each one of us has something valuable to bring to this world. That's one of the things that connects us as neighbors – in our own way, everyone is a giver and a receiver." – Fred Rogers

Kick-Off Event:

Antonia Joy Wilson, Midland Symphony Orchestra Artistic Director and Conductor, teams up with CMU Public Television to commemorate the legacy of the beloved Fred Rogers. The 4th Annual Mister Rogers' Sweater Drive kicks off at Midland Center for the Arts on Saturday, October 9. Kick-Off Event performances are at 1 pm and 4 pm and feature Mr. McFeely from *Mister Rogers' Neighborhood* and Midland's own Molly McFadden with select members of the Midland Symphony Orchestra and musicians from the Midland community delivering your favorite songs from the Neighborhood. Of course, audience members will want to sing along!

A children's **fashion show** of hand-knitted sweaters collected through the WCMU Sweater Contest will take place with Mr. McFeely presenting prizes to the winners. Top contest entries will be sold at a **Silent Auction** during the Kick-Off Event. Proceeds from the Kick-Off Event and Silent Auction will benefit WCMU Children's Outreach. Tickets are \$8; Family 4-pack is \$25. Call the MCFTA Ticket Office at (989) 631-8250 or (800) 523-7649 or buy online: www.mcfta.org. Sponsored by Children's Therapy Corner of Midland and Traverse City, and The Midland Community Foundation.

"Where Do Sweaters Come From?" Discovery Center:

Families can visit the **"Where Do Sweaters Come From?" Discovery Center** in the lobby between performances, from 2 pm to 3:30 pm. Special guest Mr. McFeely will read to kids, sign autographs and pose for photos with fans. Meet "Goliath," a real live Alpaca, watch weavers, spinners and knitters and try your hand at dying wool!

WCMU's 4th Annual Mister Rogers' Neighborhood Sweater Drive:

The Sweater Drive runs from October 9 through mid-December. WCMU is partnering with organizations throughout the region to collect new or gently-worn sweaters to help keep a

neighbor warm this winter. Donate a new or gently-used sweater at the Kick-Off Event; collection bins will be available. Additionally, collection receptacles will be located throughout northern, central and southeast Michigan. Visit wcmu.org after October 9 for locations. Donated sweaters will be distributed by local organizations free of charge in the communities in which they were given.

The Midland Symphony Orchestra (MSO) has provided mid-Michigan with continuous symphonic music since 1936. Along with concerts featuring renowned guest artists, the MSO also provides educational opportunities through its touring ensembles in the schools, Community Orchestra, chamber concerts, Tunes for Tots, prelude lectures, scholarships, music appreciation programs and guest artist master classes and residencies.

Midland Center for the Arts, Inc. is a non-profit, tax-exempt corporation formed under the laws of the State of Michigan incorporating six groups: Alden B. Dow Museum of Science and Art, Center Stage Theatre, MATRIX:MIDLAND, Midland County Historical Society, Midland Symphony Orchestra, and Music Society – Choral. Activities at Midland Center for the Arts are supported in part by the Michigan Council for Arts and Cultural Affairs, a partner agency of the National Endowment for the Arts. For the latest Center news, visit our web site at www.mcfta.org.

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