



## Extravalooza '06

The National Children's Museum, a flagship institution slated to open at Washington, DC's L'Enfant Plaza in 2009, has long existed in the imaginations of City planners, educators, and donors. But the Museum needed to capture the imaginations of its true audience: the thousands of children who live in the Capital region. It took an Extravalooza, but Fandango Special Events did it!

With Extravalooza '06, a blockbuster concert and street festival on June 10, Fandango set the stage for the Children's Museum to reach out to the Washington, DC community and introduce its signature brand of education and entertainment. More than 3,000 children attended the annual celebration of song and dance, the largest in the Museum's history.

Working with Museum staff as well as dozens of government and business organizations, Fandango created and produced a lively outdoor festival that enabled families to anticipate the fun and excitement of the Children's Museum. Fandango, acting as executive producer, managed all aspects and handled the myriad of logistical challenges of the event, which was sponsored by AOL and the Freddie Mac Foundation.

Street performers greeted visitors, Scooby Doo and AOL's Princess Natasha and the Running Man made special appearances, and performances by the Urban Hip Hop Choir and the Future Shock Dance Troupe warmed up the crowd for the main attraction: a free concert by singer/actress Hilary Duff. Performing her hit "Wake Up," among others, Duff pumped up the audience about the music – and the museum.

"Fandango helped us reach thousands of kids and families in the community and introduce them to the mission and future site of the Museum," noted Museum President and CEO, Kathy Dwyer Southern. "From their smiling faces, I could tell the NCM & KOL Kids' Extravalooza '06 was a hit."

Learn more about the National Children's Museum at [www.ncm.museum](http://www.ncm.museum).

NATIONAL  
CHILDRENS  
museum

&



Kids' '06  
EXTRAVALOOZA

PRESENTED BY AOL

**FANDANGO** | PRODUCTIONS

1050 South Paca Street, Baltimore, MD 21230  
P. 410.539.7236 F. 410.539.0026  
[www.fandangoevents.com](http://www.fandangoevents.com)