



NEWS RELEASE

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Radio Disney AM 910 joins entertainment lineup for Aug. 26 Sandbox Party Convention

*Gubernatorial candidates also invited to address early childhood advocates at
nonpolitical, nonpartisan convention in East Lansing*

LANSING – Radio Disney AM 910, part of the number one radio network for kids, tweens, and families, will bring a bit of magic to the entertainment lineup for the first-ever Sandbox Party Convention Aug. 26.

The fun, free and family-oriented convention – sponsored by the Sandbox Party, a nonpartisan, nonpolitical party representing the interests of Michigan’s children from birth to age 5 – is from 1-4 p.m. inside the Breslin Student Event Center, One Birch Road, East Lansing, on the campus of Michigan State University.

In addition to six “activity stations” – including the Rockin’ Roundup - D-Tour Show, Prize Bubble, Sandbox Treasure Hunt and more – Radio Disney Road Crew will rock the house with live entertainment.

The event also will feature a performance by the popular rock group The Verve Pipe playing songs from their recent album, “A Family Album,” featuring family-oriented songs with fun, inventive lyrics set to the band’s memorable melodies.

Also on the entertainment docket are exhibits geared toward parents, children and educators, - including Potter Park Zoo, Mad Science of Greater Kalamazoo, Grandparents Teach, Too and Michigan Oral Health Coalitions - as well as roaming mascots, door prizes and more.

While lively and fun, there’s a serious side to the convention, as well – the well-being of Michigan’s youngest learners.

“Michigan’s economic future will be determined by the resources the state puts into its young children today,” said Judy Y. Samelson, CEO of the Early Childhood Investment Corp. (ECIC), a nonprofit public corporation that is implementing a comprehensive early childhood system in Michigan. “This strategic approach to rebuilding our economy must be a prominent part of the discussion throughout this year’s elections.”

Michigan’s gubernatorial candidates – Republican Rick Snyder and Democrat Virg Bernero – have been invited to bring their families and address convention-goers.

“We plan to fire up the troops to send home the message that all aspects of early childhood – from physical and emotional health to quality child care and prekindergarten – are crucial to Michigan’s next generation,” Samelson said. “We want to make sure candidates understand that Michigan voters want to know where candidates stand on early childhood – and candidates should be prepared to tell them.”

Sandbox Party supporters include parents, representatives from leading early childhood organizations including Michigan’s Children, Fight Crime: Invest in Kids Michigan, Children’s Trust Fund, Michigan League for Human Services, Michigan Association for the Education of Young Children, Michigan Council for Maternal and Child Health, Michigan Association of United Ways and other state leaders.

For more information about the convention or to join the Sandbox Party, visit www.michigansandboxparty.com.