



Chris Peimann
Dir. of Marketing and Publicity
Sheldon Concert Hall and Art Galleries
cpeimann@thesheldon.org
Ph: 314.533.9900 x 19

Sarah Samples
Marketing and Publicity Coordinator
Sheldon Concert Hall and Art Galleries
ssamples@thesheldon.org
Ph: 314.533.9900 x 21

MEDIA ALERT

June 20, 2017

THE SHELDON AND CARDINALS CARE PARTNER FOR 14TH ANNUAL EVENT LINKING BLUES AND BASEBALL

ST. LOUIS, MO - The Sheldon and Cardinals Care are teaming up once again, tonight, tomorrow and Thursday (June 20-22), to present three very special concerts for kids participating in the Redbird Rookies program and their families at the Sheldon Concert Hall. Coco Soul and Friends, along with The Sheldon's North County Big Band, will perform an up-beat set of blues, soul and R&B music to demonstrate the similarities between baseball and music, including an emphasis on team-work, improvisation and respect for diversity.

The 14th annual Redbird Rookies concerts are expected to draw over 1,800 people over three nights. The North County Big Band will perform classic big band music and jazz favorites from 6:15 – 7 p.m., and Coco Soul and her band will perform from 7 – 8 p.m. Special guest Fredbird is scheduled to appear on Wednesday and Thursday night, and will help kids dance, sing and shake their tail feather to classic blues, R&B and rock and roll songs, including a tribute to the late Chuck Berry.

The Sheldon Concert Hall and Art Galleries, located in the heart of St. Louis' Grand Center arts district, present over 350 concerts, gallery exhibits, educational programs and community events annually. Sheldon Educational Programs serve over 20,000 students in the St. Louis area each year, introducing young people to jazz and other music genres. The Sheldon opened its doors in 1912, became a non-profit concert hall in 1988, and expanded its artistic focus in 1998 with the addition of the Sheldon Art Galleries.

Cardinals Care is the St. Louis Cardinals team foundation whose mission is, "Caring for Kids." One of the many ways that Cardinals Care accomplishes its mission is through Redbird Rookies. Redbird Rookies is a youth development program that engages kids on-field through the game of baseball, then off-field through health, education, mentoring and cultural arts. Redbird Rookies currently has nearly 4,500 participants from 21 different communities throughout the region. Since its inception in 2004, Redbird Rookies, in partnership with the Sheldon Concert Hall, has introduced hundreds of children to the rich history of jazz and blues music and its St. Louis roots.

###