

**Alex & the Kaleidoscope
Perform Family Concert at the Jewish Museum
Sunday, November 20**

Jewish Museum

NEW YORK, NY – The kids rock band Alex & the Kaleidoscope will perform at the Jewish Museum on Sunday, November 20 at 11:30 am. Emmy Award-winning children's entertainer Alex Mitnick and his group of fun-loving musicians have been captivating families with their fresh approach to music for over a decade. "Country and island rhythms, a pop bounce, hand-clapping gospel, and confidence-boosting message" says the Parents' Choice Foundation, "fuel Alex Mitnick's albums." The audience will sing, dance and improvise with the band, actively participating in the concert. Songs like "Insect Tourists", "Crocodile" and "Dino Dig" teach us fun facts about the world around us, and tunes like "Mama's In The Kitchen", "Love Is All It Takes" and "Tell Me A Story" are sure to bring families together in a joyous moment of musical magic. This uplifting feel-good concert will leave families more connected to themselves, each other and the world around them!

Tickets are \$16 general; \$13 Jewish Museum family level members. This concert is for children ages 3 to 8. Adults are asked to accompany their children. For further information regarding family programs at the Jewish Museum, the public may call 212.423.3337. Tickets can be purchased online at thejewishmuseum.org/families. The Jewish Museum is located at 1109 Fifth Avenue at 92nd Street, New York City.

Led by Alex Mitnick, Alex & the Kaleidoscope encourages and inspires kids to celebrate and learn through the power of music, fun facts and adventures to interesting places around the world. Mitnick, a professional musician since 1999, gravitated towards teaching and discovered that he had a natural gift for working with children. Since then, he has released six award winning albums of original music for children. In 2014, Mitnick produced and starred in the *Alex & the Kaleidoscope* TV series, currently available on several online platforms reaching over 20 million viewers digitally via sites including Kidoodle TV, Kidobi, Toongoggles, AmebaTV, MagicFlix and BatteryPOP. In 2015, *Alex & the Kaleidoscope* won an Emmy Award for Best Children's Programming. Alex & the Kaleidoscope tour nationally with featured performances in Philadelphia, New York, Washington, DC, Chicago, Los Angeles and countless schools, libraries, and performing arts centers in between.

The Edgar M. Bronfman Center for Education's school and family programs are supported by endowed funds established by the Bronfman Family, the Muriel and William Rand Fund, the William Randolph Hearst Foundation, the Helena Rubinstein Foundation, Rosalie Klein Adolf, the Kekst Family, and Mrs. Ida C. Schwartz in memory of Mr. Bernard S. Schwartz. Family programming is supported, in part, by public funds from the New York City Department of Cultural Affairs, in partnership with Councilmember Daniel R. Garodnick and the City Council.

About The Jewish Museum

Located on Museum Mile at Fifth Avenue and 92nd Street, the Jewish Museum is one of the world's preeminent institutions devoted to exploring art and

Jewish culture from ancient to contemporary, offering intellectually engaging, educational, and provocative exhibitions and programs for people of all ages and backgrounds. The Museum was established in 1904, when Judge Mayer Sulzberger donated 26 ceremonial objects to The Jewish Theological Seminary as the core of a museum collection. Today, the Museum maintains a collection of over 30,000 works of art, artifacts, and broadcast media reflecting global Jewish identity, and presents a diverse schedule of internationally acclaimed temporary exhibitions. Visitors can now also enjoy Russ & Daughters at the Jewish Museum, a kosher sit-down restaurant and take-out appetizing counter on the Museum's lower level.

The Jewish Museum is located at 1109 Fifth Avenue at 92nd Street, New York City. Museum hours are Saturday, Sunday, Monday, and Tuesday, 11am to 5:45pm; Thursday, 11am to 8pm; and Friday, 11am to 4pm. Museum admission is \$15.00 for adults, \$12.00 for senior citizens, \$7.50 for students, free for visitors 18 and under and Jewish Museum members. Admission is Pay What You Wish on Thursdays from 5pm to 8pm and free on Saturdays. For information on the Jewish Museum, the public may call 212.423.3200 or visit the website at TheJewishMuseum.org.

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