

The Pop Ups Perform Concert for Families at the Jewish Museum Sunday, March 20

NEW YORK, NY –The acclaimed kids' indie rock duo The Pop Ups will perform a concert for families at The Jewish Museum on Sunday, March 20 at 11:30am. Fresh from appearances on the kids' stages at Austin City Limits and Lollapalooza, The Pop Up will perform songs from their new album, *Great Pretenders Club*, as well as classics from their two Grammy-nominated albums, *Radio Jungle* and *Appetite for Construction*. The duo transports family audiences into a world where imagination becomes reality with a fire-stomping rhino, dancing robots, giant insects, live drawing, huge balloons, and a costume party for Purim. This highly interactive show is propelled by dance beats that will catapult both young and old out of their seats.

Tickets are \$18 per adult; \$13 per child; \$15 adult Jewish Museum family level member; and \$11 child Jewish Museum family level member. This lively concert is for children ages 3 to 9. Adults are asked to accompany their children. Tickets can be purchased online at TheJewishMuseum.org/programs/families. For further information regarding family programs, the public may call 212.423.3337. The Jewish Museum is located at Fifth Avenue and 92nd Street, Manhattan.

A collaboration between Brooklyn musicians Jason Rabinowitz and Jacob Stein, The Pop Ups have been setting the standard for children's music since 2010. *Great Pretenders Club* marks the Brooklyn musical duo's fourth full album, bringing together a collection of eleven original songs exclusively available through Amazon Music. The Pop Ups have also released a 30 minute video special through Amazon Video. Through danceable electro-pop beat and smart lyrics, the album looks to engage children in imaginative play as a means of exploration and learning with their environment and others. Guest artists include Grammy-nominated multi-instrumentalist, composer and lyricist Jarle Bernhoft and the indie rock sensation, HAERTS.

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 the City Council and Councilmember Daniel R. Garodnick.

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.

The Jewish Museum is located at 1109 Fifth Avenue at 92nd Street, New York City. Museum hours are Saturday, Sunday, Monday, and Tuesday, 11 am to 5:45 pm; Thursday, 11 am to 8 pm; and Friday, 11 am to 4 pm. 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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