FOR IMMEDIATE RELEASE

ARROYO SECO WEEKEND TO INCLUDE FAMILY AREA PRODUCED BY KIDSPACE
6 Family Experiences To Be Offered At The Kidspace Family Jam

PASADENA, CA (June 7, 2017) – Goldenvoice, creators of Coachella Valley Music & Arts Festival and Stagecoach: California’s Country Music Festival, is introducing a new festival this year to Pasadena called the Arroyo Seco Weekend. From June 24-25, festival goers will be able to enjoy three stages of live music along with curated menus from Los Angeles’ celebrated restaurants and chefs. Kidspace Children’s Museum will produce the “Kidspace Family Jam” area within the festival that includes 6 hands-on, interactive activity stations for families to enjoy.

Children 10-years-old and under will be admitted into the festival for free. Curated picnic baskets will be available for purchase in advance and day of for guests to enjoy the music and food on the grassy greens around the Rose Bowl. Kidspace Children’s Museum was selected as a festival partner for their standout leadership in children’s education and one of the city of Pasadena’s many cultural assets. Kidspace serves more than 335,000 children and families through educational programs, school group visits, early learner classes, and community engagement. “We are thrilled to have the opportunity to highlight and display our expertise in experiential play learning for children,” said Michael Shanklin, Kidspace Chief Executive Officer, “We will be able to share our passion for family learning with the community at large.”

“We are honored to partner with Kidspace to bring a unique and special experience to Arroyo Seco Weekend,” said Nic Adler, Goldenvoice Festival Director, “As we create a festival that is inclusive of all ages, we want activities that allow children and parents to work together, integrating both music and art, while introducing native elements of the Arroyo.” Arroyo Seco Weekend will feature Tom Petty & the Heartbreakers, Mumford & Sons, Alabama Shakes, The Shins, Weezer, Fitz & the Tantrums, Live, The Meters, Charles Bradley, Dawes, Andrew Bird and more. Weekend and single day passes are available for purchase at ArroyoSecoWeekend.com.

(more)
kidspacemuseum.org
ABOUT KIDSPACE CHILDREN’S MUSEUM

In 1979, Kidspace Children’s Museum was founded as a non-profit 501(c)(3) organization. Kidspace’s mission is to nurture the potential of all children through kid-driven experiences, inspiring them to become joyful, active learners. Kidspace is located at 480 N. Arroyo Blvd., in Brookside Park, Pasadena, CA. Admission is $13 for adults and children. Free for members and children under one year. For more information about Kidspace exhibits, events, and other activities, please visit kidspacemuseum.org.

ABOUT GOLDENVoice

Goldenvoice, creators of Coachella Valley Music & Arts Festival and Stagecoach: California’s Country Music Festival, also operates successful Los Angeles music venues including the Fonda Theatre, El Rey Theatre, and Shrine Auditorium. Beginning as an independent punk rock promoter in the early 1980s, Goldenvoice grew to be the preeminent alternative promoter in Southern California by forging strong relationships with both bands and music fans. Goldenvoice promotes over 1,400 concerts a year in California, Nevada, Alaska, Arizona, Hawaii and Canada.

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High-res photos and background materials: http://bit.ly/2r5tJe8