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MEDIA ALERT

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**THE SHELDON AND CARDINALS CARE CONTINUE PARTNERSHIP  
TO INTRODUCE YOUNG BALLPLAYERS TO THE BLUES**

ST. LOUIS, MO - The Sheldon and Cardinals Care are teaming up once again, tonight and again on Thursday, June 26, to present two very special concerts for kids participating in the Redbird Rookies program and their families. Coco Soul and The Sheldon Blues Ensemble will perform a high-energy, fun-filled concert that emphasizes the similarities between blues music and baseball, including team-work, improvisation and respect for diversity.

From "Wade in the Water" to "Johnny B. Goode," vocalist Coco Soul and friends will lead the audience on a fun-filled, dance-in-the-aisles journey from blues music's roots in Africa to its influence on rock and roll, pop and soul. Hundreds of children, coaches and parents are expected to attend the annual events. As usual, a very special surprise guest from the Cardinals is expected to "fly-in" for the finale!

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.

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