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FOR IMMEDIATE RELEASE

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Rock University campers to play at On the Waterfront

ROCKFORD, IL – Young musicians from Keith Country Day School's summer camp, Rock University, will help provide entertainment at this weekend's On the Waterfront Festival. Three different Rock University bands will play on Saturday, September 5, at the Oasis stage from 11:45 a.m. to 12:45 p.m.

"On the Waterfront has always been a HUGE supporter of our program," said Jeff Reinke, Keith's Development Director. "For kids ages 11-17 to get a chance to play live at an event like On the Waterfront is an incredible opportunity. I think the audience is going to be surprised how talented these kids are."

Saturday's Rock University lineup for the show includes:

Band Name -- *The Larrys*

Members -- Max Anderson, Allison Mengel, Tyler Ears, Larry Larrys, Zak Taylor.

Band Name -- *Phil in the _____*

Members -- Anna Pearce, Joe Bradel, Max Moore, Bobby Dahlberg, Max Radakovitz, John Ivy

Band Name -- *A Duck Named Carrrrrrr!*

Members -- Ali Scordato, Jessica Dobson, Analise Atchison, Elise Douglas, Hillary Laskonis, Allison Mengel, Shane Bradley

Created by professional musicians and school officials, Rock University is an exciting and innovative way for aspiring musicians (ages 11-17) to develop their music potential.

Designed to help attendees pursue their rock music dreams, Rock University lists eight main goals for all its students:

- Provide useful musical instruction to students of all skill levels
- Develop practice skills and discipline to set goals
- Build self-esteem and confidence
- Promote teamwork
- Create an opportunity for collaboration and networking with fellow musicians
- Encourage and nurture the love of music and performing
- Perform live in a concert setting
- Learn to HAVE FUN

Rock University camp sessions take place during June and July each summer. For more information about the 2010 camps, go to www.summer-rocks.com.

Keith Country Day School is an independent, nonsectarian, college-preparatory school founded by Belle Emerson Keith in 1916. Located on a 15-acre campus overlooking the Rock River, Keith serves students from age three through grade 12 from the Northern Illinois and Southern Wisconsin area. The school is a member of the National Association of Independent Schools and fully-accredited by the Independent Schools Association of the Central States and the North Central Association of Colleges and Secondary Schools. More information about Keith School is available at Keithschool.com

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