



A Monthly Newsletter for Band, Orchestra, Choral and Dance Directors from your friends at Kaleidoscope Adventures!

Kaleidoscope Adventures Named as Official Tour Operator for the 7th World Choir Games in Cincinnati - July 2012!



Kaleidoscope Adventures is proud to announce that our company has been chosen as an official tour operator to represent the 7th World Choir Games, which will be held in Cincinnati, Ohio from July 4 – 14, 2012!

The World Choir Games, the biggest international choral competition in the world, is known as the "The Olympics of Choral Music", honoring the history and international flavor of choirs with celebration and friendly competition. It is held every other year (biennial) on different continents. Next year the World Choir Games will be held in the United States for the very first time.

Inspired by the Olympic ideal, the goal of the World Choir Games is to unite people from all nations through singing in peaceful competition. Hundreds of choirs from many countries share their gift of song. From gospel to folklore to jazz and contemporary, the World Choir Games offers a musical feast for the senses to hundreds of thousands of spectators. Along with competitions and concerts, the World Choir Games offers extraordinary events including opening and closing ceremonies. Historically, these

For a FREE Trip Quote, call us at

(800) 774-7337

or visit us at

www.kaleidoscopeadventures.com

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Top 10 Student Destinations:

1. Orlando, FL
2. New York City, NY
3. Washington DC
4. Atlanta, GA
5. Boston, MA
6. Chicago, IL
7. Historic Virginia/VA Beach
8. St. Louis, MO

events attract large crowds of spectators, media and participants.

Types of choirs that can participate in this event include:

- Children's/Youth Choirs (equal voices or mixed)
- Mixed Chamber Choirs
- Mixed Choirs
- Chamber Choirs (female or male)
- Musica Sacra
- Religious
- Contemporary
- Jazz
- Gospel
- Spiritual
- Barbershop
- Popular Choral Music
- Folklore
- Scenic Folklore
- Show Choirs

The World Choir Games Council is made up of delegates from more than 70 countries representing at least 120,000 choirs with 4.8 million singers.

We are proud and very excited to be an official tour operator for the 7th World Choir Games. Please contact us at **(800) 774-7337** for detailed information. We will be happy to help you with your registration and more.

Why Wait Till This Fall? Book Next Year's Trip Now and Save!



Why not avoid planning next year's school trip during the mad rush in August or September? Plan your trip now with the

9. Hawaii Cruises

10. Branson, MO

Fun Fotos!

These Fun Fotos are of the Oxford Middle School Choir of Oxford, Mississippi on their recent trip to Atlanta. The Oxford Middle School Choir is under the direction of Mr. Damein Wash.



The Oxford Middle School Choir performing at the Georgia State Capitol Building!



The Oxford Middle School Choir performing at Medieval Times Dinner & Tournament!



A couple of Oxford Middle School Choir students having a fun time at Six Flags Over Georgia!

These FunFotos are of the Gloucester

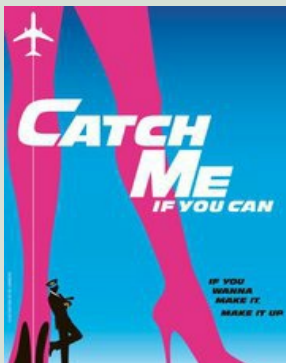
rush in August or September? Plan your trip now with the qualified team at Kaleidoscope Adventures. **We can lock you and your group in on lower prices for hotels, attractions, transportation, and more, especially before 2012 price increases take effect this fall!** With your school year winding down, now is the perfect time to begin planning next year's school trip. Our team can customize a complete travel package catered to your needs and performance/educational objectives to over 40+ destinations throughout the U.S. and Canada. We will assist you with hotel accommodations, transportation, attraction tickets, meals, sightseeing, shopping, special events, and unique performance venues plus more.

For a FREE, no-obligation quote, please call the team at Kaleidoscope Adventures at (800) 774-7337

The Latest on Broadway!

by Greg Dotson

The Broadway scene is going strong this spring with some amazing new musicals on the boards. **"Spider-man Turn off the Dark"** pretty much stole all of the early press until things took a turn for the worst. Once this show closed to rework the script and score, several other new shows had a chance to garner some well-deserved attention. **"The Book of Mormon"** is leading the pack with its clever score by Robert Lopez, and a script by Trey Parker and Matt Stone, the creators of South Park. This production has catchy songs and humor throughout, however the show is filled with extremely controversial subject matter. Though NOT a show that we can recommend for our student groups, this is sure to be a show that will get your attention. Two of the newest shows both based on hit movies that have quickly become student favorites are **"Catch Me if You Can"** and **"Sister Act: The Musical"**. **"Catch Me If You Can"** is based on a true story and is brought to you by the team that created **"Hairspray"**. Featuring an amazing cast including Aaron Tveit, Norbert Leo Butz, Tom Wopat, and Kerry Butler, this show is a high-flying new musical that is sure to please. **"Sister Act: The Musical"** features an original score by Alan Menken and is produced by the original Sister Mary Clarence herself, Whoopi Goldberg.



High School Symphonic Band of Gloucester, Virginia on their recent trip to Orlando. The Gloucester High School Symphonic Band is under the direction of Mr. Tom Emory.



Director Tom Emory conducting the Gloucester High School Symphonic Band at EPCOT!



The Gloucester High School Symphonic Band performing at EPCOT!

Want to see your music ensemble in our newsletter? Send your photos to:

steve@kaleidoscopeadventures.com

Testimonials:

"Trip to Williamsburg and DC was REALLY, REALLY good! Everyone had a great time!"

**Sarah Robin
Walker Middle School**

There are two award winning revivals that have been brought back this season and both are filled with star power. **“Anything Goes”** features Broadway legends Sutton Foster and Joel Grey and includes such Cole Porter classics as “I Get a Kick out of You,” “You’re the Top,” and “It’s De-lovely.” **“How to Succeed in Business (Without Really Trying)”** features Daniel Radcliffe, John Larroquette, and a cast of incredibly talented performers in the 50th Anniversary revival of one of the funniest and best loved musicals ever written. And the most recent show to REJOIN the list of Broadway shows is the **“Re-imagined – Spider-man Turn off the Dark”**. With a reworked script and score, the creative team has maintained the original intent of the Original Marvel Comic Book characters, yet developed a storyline that has an even greater appeal to audiences. With a score by U2’s Bono and The Edge, this show is already a hit and sets the standard for future shows on Broadway! And, for those looking for a sure bet, you can’t go wrong with classic Broadway shows such as **“Memphis”**, **“Million Dollar Quartet”**, **“Billy Elliot”**, **“Chicago”**, **“Jersey Boys”**, **“Mary Poppins”**, **“The Lion King”** and, of course, **“Wicked”**! So, if you have a student group looking for the best in live theatre, be sure to contact **Kaleidoscope Adventures at (800) 774-7337** to plan your next trip to see a Broadway show in New York City. You will not be disappointed!



May Destination Spotlight: St. Louis, Missouri

“You were all super! Everyone I spoke with was a pleasure and Karla (the trip planner) was wonderful every step of the way.”

**Kevin Lewis
Frederick High School**



Historic Old Courthouse with the Arch in the background

Being the birthplace of the blues, St. Louis is a place where history and imagination come together to create a Midwest destination like no other. From its beginnings as a simple French village founded in 1764, St. Louis has grown into an amazing, exciting and character-filled city, especially for student tours. The magnificent Gateway Arch, opened in 1965 as a memorial to Thomas Jefferson's dream of a continental United States, stands as a world-famous iconic structure and represents the nation's western gateway. Beyond the arch, St. Louis offers student groups an exciting array of unique attractions, historical sites, world-class museums, shopping, delectable dining, fine arts, pro-sports, performance sites and live entertainment. No matter what you're planning to do, see or explore, your group can find it in St. Louis.

Kaleidoscope Adventures offers student groups a variety of experiences that help create lasting memories. We can customize an itinerary to St. Louis that is fun and meets your educational and/or performance objectives.

For more information about St. Louis, please contact the Kaleidoscope Adventures sales team at **(800) 774-7337** or at info@kaleidoscopeadventures.com

How Your Marching Band is Your Most Highly Visible Marketing Tool!



In many schools, the concert band is considered the center of the instrumental music program. By participating in concert band, students learn music history and culture dating back many centuries. Yet the concert band is not the most highly visible music program to showcase to the community...it's the marching band. According to Charlayne R. Heselton, a music educator who teaches at the Clovis Municipal Schools in Clovis, New Mexico, a marching band is more accessible to the general public "because it produces a sense of excitement and energy not always found in a formal concert setting."

Ms. Heselton also writes about the positive influences a marching band has upon its students. "Participation in a marching band can help create a strong sense of loyalty and encourage ethical behavior in students and can lead them to understand the importance of an aesthetic education. Marching band captivates many students by giving them a sense of belonging and identity. Often, students who play in a marching band gain a sense of self-respect and achievement because they are able to participate in something that involves teamwork, projects a positive image, and appeals to the community."

Taken a step further, when students comprehend the drill as it applies to the music, students will be better able to recognize the goals of the show itself. If students are familiar with visual and spatial elements and with the principles of design, they will be better able to visualize the show in its entirety and how they fit into the big picture. Elements like lines, shapes, formations, colors, texture, etc., oftentimes helps to tell a story. By coordinating these visual and artistic elements with the music, the students will ultimately help market the music program.

In conclusion, while marching band may not be the center of the instrumental music program, educating your students to "tell a story" on the field and to use the marching band as a tool to market your program to the community is vitally important. As an end result, your audience will not only aesthetically enjoy your show, but hopefully help support your program as well.

Heselton, Charlayne R. Professional Notes: Artistic Elements of a Marching Band. *Music Educators Journal*, Vol. 97, No. 3, March 2011.

Kaleidoscope Adventures can customize a complete travel package catered to your needs and educational objectives to any of our **40+ destinations**. We will assist you with hotel accommodations, transportation, attraction tickets, meals, sightseeing, shopping, special events, and unique performance venues plus more.

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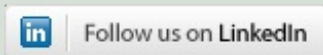
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Thank you for taking time to read Shop Talk. We look forward to your comments. We encourage you to forward this newsletter on to other music directors.

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Tel: (407) 345-4899

Toll Free: (800) 774-7337

Fax: (407) 345-2890

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7131 Grand National Dr.
Ste. 101
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