



MEDIA ALERT & PHOTO OPPORTUNITY

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Mayor John Hickenlooper reads *Where the Wild Things Are* to children at the Tattered Cover Book Store on Colfax

WHO: Mayor John Hickenlooper

WHAT: This family oriented event will be led by Mayor John Hickenlooper reading *Where the Wild Things Are*. Presented by Opera Colorado, Colorado Ballet and Tattered Cover Book Store.

WHEN/WHERE: Saturday, October 21, 5:00 pm (event duration is one hour)
Tattered Cover Book Store, 2526 E. Colfax Ave.
(Corner of Colfax & Elizabeth)

WHY: An opera, ballet and literary collaboration event for the Denver Art Museum's Hot DAM initiative celebrating the works of Maurice Sendak.

Denver, Colo. – In celebration of the Denver Art Museum Hot DAM: Arts at Altitude collaborative commemorating the opening of the new Hamilton building, several Denver institutions have combined efforts to highlight the wealth of offerings in the cultural sector of Denver. Opera Colorado and Colorado Ballet invited the Tattered Cover Book Store to create programming surrounding their upcoming productions. Both Opera Colorado and Colorado Ballet have productions designed by famed author/illustrator Maurice Sendak, which led to opportunities for the performing arts organizations to collaborate with the fields of literature and visual arts.

The Honorable Mayor John Hickenlooper will read *Where the Wild Things Are* and other stories. Opera Colorado and Colorado Ballet will have costumed characters from their upcoming Sendak-designed productions of *The Magic Flute* and *Where the Wild Things Are*. Sendak fans young and old are encouraged to attend this free, family oriented event. With Halloween approaching, costumes are encouraged and souvenir toys will be on hand for young Sendak enthusiasts.

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Hot DAM: Arts at Altitude is a six-month celebration showcasing Denver's thriving cultural scene utilizing the Denver Art Museum expansion as a catalyst to inspire and unify local arts organizations and art galleries to create simultaneous events and programs, focusing national and international attention on Denver. From September 2006 through March 2007, over 100 participating organizations will offer creative programming exemplifying the energy and innovation of the new Hamilton Building and the Denver Art Museum's collections. The initiative is intended to increase public awareness of Denver's cultural amenities through a focused promotional effort.