

## **\$1000 DVD To Benefit Music Education.**

*First copy of new Roadside Attraction DVD for sale for \$1000.*

*100% of proceeds will go to the Mr. Holland's Opus Foundation to aid in their quest to keep music education programs in schools.*

February 23, 2007 (FPRC) Milpitas, California -- The very first copy of Roadside Attraction's new DVD, "Raising A Rockus" is up for sale at \$1000. 100% of the money will benefit the Mr. Holland's Opus Foundation. The DVD will be autographed by the whole band. And, as a special thank you, the purchaser will also receive a private in-home concert for themselves and their friends by Phil Johnson, leader of Roadside Attraction.

The National Center for Education Statistics has stated that children participating in music lessons receive more academic honors and awards than non-music students. And yet, school music programs are rapidly disappearing due to budget shortages. Acclaimed film composer, Michael Kamen, started the Mr. Holland's Opus Foundation in 1996 to supply musical instruments to needy schools and community music programs.

Phil Johnson, leader of Roadside Attraction, got his own start in a school music program. "Those lessons not only put me on the path to where I am today, but gave me the tools to cope with life in general. This new concert film is the grandest statement I've yet made with my art, and it seems fitting to give a tribute back to my beginnings by giving the next generation the same opportunities I had."

Roadside Attraction's music comes from leader Phil Johnson's twin careers in music and comedy. "The idea here is songs that are musically interesting and challenging, but also funny, and understandable by a casual music listener," says Johnson. Their first live concert DVD, "Raising A Rockus" includes both the bands biggest hits and brand new songs. Dangerous Grooves Records will release it on April 20th, 2007.

The \$1000 first DVD, autographed by the whole band, is available for purchase online at [www.RoadsideAttraction.com](http://www.RoadsideAttraction.com). Regular release copies will be available on April 20th, 2007.

### **Contact Information**

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### **Keywords**

[Roadside Attraction](#)  
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