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FOR IMMEDIATE RELEASE

## **Classical KING FM 98.1 Unveils New Penguin Mascot Children Invited to Name the Penguin in a Contest**

SEATTLE, Wash.— Can penguins encourage children to enjoy classical music? At Classical KING FM 98.1 that is the hope where a certain new penguin icon is making its debut this week as the Classical KING FM *Exploring Music* mascot. Aimed at encouraging young listeners to explore classical music, the soon-to-be-named penguin image will grace Classical KING FM's website and all programming geared to young listeners.

Children ages 12 and younger may submit their name choice for the little penguin now through Jan. 6, 2012. For an entry form and complete rules, visit Classical KING FM 98.1's *Exploring Music* [online](#). The Grand prize winner will receive four tickets to Seattle Symphony's "Dancing with the Symphony," part of the Gilman Family Discover Music Series, January 28, 2012. And of course, the name will be displayed alongside the new mascot wherever it appears.

With the penguin mascot as the playful lead conductor, Classical KING FM 98.1 kicks off a new children's programming moment called *Exploring Music* -- a brief musical journey every evening at 6 pm with quirky musical facts and unusual musical pieces. To view a recent program about train music voiced by Seattle Philharmonic Conductor Adam Stern, go online to [Exploring Music](#) and scroll down.

In May, 2011, Classical KING FM 98.1 transitioned from a commercial-based station to a non-commercial public radio station, with a mission to support the arts regionally through music education initiatives and arts programming.

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Classical KING FM 98.1 is the Northwest's leading listener-supported classical radio station, serving the greater Puget Sound both on-air and online since 1948. To become a supporting member go to [www.king.org](http://www.king.org) and learn more. Contact: MaryAnn Wagner at [maryannw@king.org](mailto:maryannw@king.org) or call 206- 691-2969