

**Gustafer Yellowgold
Family Performance at the Jewish Museum
Sunday, October 16**

NEW YORK, NY – Grammy-nominated illustrator and songwriter Morgan Taylor brings the whimsical animations and contagious melodies of Gustafer Yellowgold to the Jewish Museum for a family performance on Sunday, October 16 at 11:30 am. Taylor combines live images and music in what *The New York Times* calls “a cross between *Yellow Submarine* and Dr. Seuss.” The program features tunes about the Earth, the Sun and nature in celebration of the holiday of Sukkot.

Morgan Taylor developed the Gustafer Yellowgold experience as equal parts pop rock concert and minimally animated movie. A storyteller with a comedic bent, Taylor has dreamed up a world of catchy and original story-songs about Gustafer (a friendly guy from the sun who landed in the Minnesota woods), performed alongside a large screen displaying vividly colored animations with karaoke-style subtitles. Gustafer resides in a cottage with his menagerie of friends, including his pet eel; Slim, a tuxedo-wearing pterodactyl best friend; and a dragon named Asparagus who inhabits the fireplace and loves corn on the cob.

Tickets are \$16 general; \$13 Jewish Museum family level members. This program is for children ages 3 to 8. Adults are asked to accompany their children. For further information regarding family programs at the Jewish Museum, the public may call 212.423.3337. Tickets can be purchased online at thejewishmuseum.org/families. The Jewish Museum is located at 1109 Fifth Avenue at 92nd Street, New York City.

The award-winning Gustafer Yellowgold DVD/CD sets include *Gustafer Yellowgold's Wide Wide World* (2007), *Gustafer Yellowgold's Have You Never Been Yellow?* (2007), *Gustafer Yellowgold's Mellow Fever* (2009), *Gustafer Yellowgold's Infinity Sock* (2011), *Gustafer Yellowgold's Year In The Day* (2012), *Gustafer Yellowgold's Wisdom Tooth of Wisdom* (2014) and the Grammy nominated *Gustafer Yellowgold's Dark Pie Concerns* (2015). With its unique crossover appeal, Gustafer Yellowgold has been the wild-card opening act for Wilco and The Polyphonic Spree, and has appeared off-Broadway in *Gustafer Yellowgold's Mellow Sensation* and *Gustafer Yellowgold's Infinity Sock*.

The Edgar M. Bronfman Center for Education's school and family programs are supported by endowed funds established by the Bronfman Family, the Muriel and William Rand Fund, the William Randolph Hearst Foundation, the Helena Rubinstein Foundation, Rosalie Klein Adolf, the Kekst Family, and Mrs. Ida C. Schwartz in memory of Mr. Bernard S. Schwartz. Family programming is supported, in part, by public funds from the New York City Department of Cultural Affairs, in partnership with Councilmember Daniel R. Garodnick and the City Council.

About The Jewish Museum

Located on Museum Mile at Fifth Avenue and 92nd Street, the Jewish Museum is one of the world's preeminent institutions devoted to exploring art and

Jewish culture from ancient to contemporary, offering intellectually engaging, educational, and provocative exhibitions and programs for people of all ages and backgrounds. The Museum was established in 1904, when Judge Mayer Sulzberger donated 26 ceremonial objects to The Jewish Theological Seminary as the core of a museum collection. Today, the Museum maintains a collection of over 30,000 works of art, artifacts, and broadcast media reflecting global Jewish identity, and presents a diverse schedule of internationally acclaimed temporary exhibitions. Visitors can now also enjoy Russ & Daughters at the Jewish Museum, a kosher sit-down restaurant and take-out appetizing counter on the Museum's lower level.

The Jewish Museum is located at 1109 Fifth Avenue at 92nd Street, New York City. Museum hours are Saturday, Sunday, Monday, and Tuesday, 11am to 5:45pm; Thursday, 11am to 8pm; and Friday, 11am to 4pm. Museum admission is \$15.00 for adults, \$12.00 for senior citizens, \$7.50 for students, free for visitors 18 and under and Jewish Museum members. Admission is Pay What You Wish on Thursdays from 5pm to 8pm and free on Saturdays. For information on the Jewish Museum, the public may call 212.423.3200 or visit the website at TheJewishMuseum.org.

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9/26/16

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