

ROB GONZALEZ

presents

# The Heart of Music

**an engaging & dynamic assembly program that will entertain plus evoke a healthy appreciation of music and the opportunities it presents—to the performer, the audience and society as a whole.**



*“Our students and staff are still raving about Rob’s amazing performance, but more importantly, they’ve been talking about how ‘cool’ it is that music and ‘regular people’ can make a difference in the world. Everyone should see Rob Gonzalez perform and listen to his message—you won’t forget it!”*

**- Ben Barton, Principal  
La Crescent (MN) Middle School**

Rob’s refreshing philosophy that “music can make a difference” supports a societal shift as summarized in Dan Pink’s A Whole New Mind. Mr. Pink states “*The last few decades have belonged to a certain kind of person with a certain kind of (analytical) mind. The future belongs to a very different kind of person... These people—artists, inventors, caregivers, big picture thinkers—will now reap society’s richest rewards and share its greatest joys.*”

**Length of Program:** Choose 50 minutes or 25 minutes  
*(piano/vocal performance + discussion of how music can make a difference + questions/answers)*

**Special school/non-profit fee:** \$1,000 for 50 minutes, \$600 for 25 minutes  
*(+ \$200 for travel expenses if more than 30 miles from La Crosse, WI)*

**Set-up/Take-down:** 10 minutes each

**Space Required:** Any space with adequate seating and lighting

**Equipment Required:** Adequate sound system + acoustic piano (upright or grand)  
*(Rob will supply a sound system for additional \$50.)*

Wisconsin-born Rob Gonzalez is a multi-talented pianist and singer/songwriter, recently honored as a New York Times “Emerging Artist”. Since age 5, Rob has displayed a natural ear and heart for music. Rob fine-tuned his skills at Berklee College of Music in Boston and has been composing, recording and performing ever since. His recent album, “All Is Right With The World,” features multiple Grammy winning musicians, including band members of **Paul McCartney, Elton John** and **Sting**.

Inspired by the philanthropy and volunteerism of his parents, Rob is committed to using his talents and love of music to “make a difference” in the world. In November 2006, he founded **Melvinares.com**, an internet music distribution company that offers affordable access to music by participating independent artists, each with a social conscience. One-third of Melvinares.com income is donated to charitable organizations that fight global poverty.

**To book your show or for more information contact:**  
**Leanne Poellinger**  
**Children’s Museum**  
**of La Crosse**  
**(608) 784-2652 ext.224**  
**[museumlax@centurytel.net](mailto:museumlax@centurytel.net)**

*“WOW! Rob Gonzalez is an awesome piano player! Watching his show made me want to get more involved at school and in my community.”*

**- Jared, Grade 8**

Gertrude Salzer Gordon  
**CHILDREN'S MUSEUM**  
of La Crosse  
[funmuseum.org](http://funmuseum.org)

**Rob will donate 15% of his income from school performances to the Children's Museum of La Crosse!**

