



# “Miss Lori”

[www.MissLorisCAMPUS.com](http://www.MissLorisCAMPUS.com)



Miss Lori is a Wisconsin native with a passion for children and performance. She captured everyone’s attention at the age of 4 belting out Helen Reddy’s “I am Woman Hear Me Roar” in her parents Milwaukee living room. By the age of nine she was performing throughout Wisconsin and eventually the country.

All grown up Miss Lori has a focus as an entertainer, teacher, and writer to unite families together through her artistic contributions. In 2005, already a mother of 3 and a celebrated performer, Miss Lori founded her company, The CAMPUS Inc, now known as Miss Lori’s CAMPUS. Miss Lori guides MLC with her innovative ideas creating programming, entertainment, merchandise and media that ignite the imaginations of curiously motivated children and their families.

Miss Lori launched onto the national stage when she was selected the first-ever live host for the PBS KIDS PRESCHOOL BLOCK after an extensive nationwide talent search. She debuted on-air September 2006 and served as host for three fun-filled seasons.

As part of Miss Lori's CAMPUS, Miss Lori launched a CD titled "Music n' Movement TOGETHER!" which is a winner of the 2008 iParenting Greatest Products Media Award. Miss Lori and the CAMPUS Kids perform many of these fan favorites as a part of Miss Lori’s Family Concerts.

Miss Lori’s commitment to children’s health is nationally recognized. She is the Ambassador for The American Academy of Pediatric Dentistry’s Healthy Smiles, Healthy Children Campaign. As Miss Lori always says “Let Your SMILE Shine On!”™

To build on the momentum of her CD and live tours, Miss Lori’s CAMPUS has produced a DVD called, “Activate & Be Great!” an interactive musical adventure. The DVD reinforces Miss Lori’s overall message that kids’ need to stay healthy by staying active.

2009 also brought the debut of Miss Lori’s first original theatrical production “GROWING!”. This infectious musical journey of discovery is a mixed media production featuring “Music ‘n Movement TOGETHER!” hits and “Activate & Be Great!” music videos that inspire audience participation.

Miss Lori still performs live often. She regularly teams up with WTTW–PBS Chicago to create informative and inspiring live events. In 2008 Miss Lori wrote a 10 song concert-style musical about health and nutrition, which successfully toured the Chicagoland area, promoting healthy choices for children and their families. The AWESOME Health tour is relaunching this Summer as a part of WTTW’s Great Food Fan Van Events.

This year Miss Lori created a Playstory Time program for the WTTW Readers are Leaders Library tour. It included Miss Lori’s inviting music and featured an original “Little Miss Lori” story to help promote eye health and literacy. The tour touched over 2000 children and their families. It is being relaunched this Summer as well, with performances at Chicago area zoos and museums.

Children and families across the country have fallen in love with Miss Lori's boundless energy, passion and commitment to the development of young minds and bodies. Her ability to foster creativity and imagination is a gift to treasure for many years to come.