

# Synopsis

Healthy Choices ROCK! is a 55-minute fast-paced program that combines music and character education in a dynamic and fun format. Award-winning Elvis tribute artist Rich Vickers introduces students to the world of Elvis — in full regalia—and retraces the genesis of rock-and-roll music through an explanation of the numerous musical genres that influenced what would become “rock-and-roll.” He also explains the untimely death of Elvis Presley and warns students of the dangers of making unhealthy choices, like choosing to use cigarettes, drugs and alcohol.

The 2002 Disney movie *Lilo & Stitch* opened the eyes of a generation to Elvis and his music. Youngsters are now familiar with old favorite songs like “Hound Dog,” “Stuck On You,” and “Heartbreak Hotel.” In Healthy Choices ROCK! students learn about the life and times of Elvis Presley, his accomplishments, and his death at the age of 42. Because Elvis died of a prescription drug overdose, his character -- in the form of a tribute artist -- is a perfect way to speak to children about the dangers of powerful substances.

During the program, Vickers takes 15 minutes to talk to the children on the power of “NO.” Elvis had very few people in his life to tell him NO. He surrounded himself with “yes men,” people who would give him whatever he wanted. His doctors continued to write prescriptions for him, even though he was dying a slow death on the inside.

The presentation concludes with Vickers’ challenge to students to make a promise to themselves to make healthy choices.

Principal Patricia T.C. Wall of Boswell Elementary in Lebanon, Missouri, has this to say about Healthy Choices ROCK!: *“Vickers’ program is very energetic, entertaining and appropriate. The kids absolutely loved him. The program was great in that he tied the arts, music, history and character development into his presentation. We would definitely host Vickers again.”*

When possible, Vickers is joined by 10-year-old “Little E” Collin Nash in identical costume.

Please consider Healthy Choices ROCK! for your elementary and middle school students.

Contact:

Lois Ann Marler, Manager  
(573) 308-6816 [loisannmarler@yahoo.com](mailto:loisannmarler@yahoo.com)

<http://www.rvickerseta.com>

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