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Road Tripping This Holiday Season With the Kids? Billboard Award-Winning Band Offers a Kids' Soundtrack Minus the Migraines

CHICAGO, IL—December 4, 2007—Painful. The one word that summarizes listening to children's music while road tripping during the holidays from Chicago to Chattanooga. Yet, one **Billboard Award-winning** Chicagoland children's music band has managed to create tunes that parents play when the kids aren't even around. **Jeanie B! and the Jelly Beans**, often seen performing in Chicago's **Millennium Park** this past summer, have created children's music with crossover appeal...as in *parental crossover*. Their song "Mama's Love" is currently being played on adult contemporary and country radio stations throughout Canada, Europe, Australia and New Zealand. Older kids are using "Chairman of the Boards," an ode to skateboarders, as the theme music on their **Facebook** pages. Over age 40 first-time mothers are playing "Mommy's in Menopause" (which won a Billboard Award for songwriting) as their birthday party anthem—and some even hire Jeanie B! to perform it live.

Who can explain this cross-gen appeal?

Band founder, lead singer and songwriter Jeanie B! says it's strategic. "If you consider cartoons like **SpongeBob Squarepants**, or even the cartoons like **Rocky and Bullwinkle**, the humor and morals simultaneously target adults *and* children," she explained. "When I had my sons, I discovered there was a real need for children's music that did the same." Based on the Jelly Beans' online CD sales and show attendance, the kids love it just as much as the adults.

In the throes of a holiday season where many toys are being recalled and December is dedicated to Toy Safety Month, Jeanie B! offers a "Teacher's Guide" version of her CDs, offering parents a new alternative to interacting with their kids and helping parents teach their kids to identify instruments, rhythms and genres. Jeanie B!, also a professional music teacher, wrote the guides with the help of licensed, professional educators.

For more information on Jeanie B!'s products or public appearances, please visit www.jeaniebmusic.com.

