



Rock & Roll Playground

US/Canada Release date: June 29, 2010
(International release dates vary)

**PUTUMAYO KIDS INVITES YOU TO ROCK
AROUND THE CLOCK THIS SUMMER!**

**Features Award-Winning Artists Including Dan Zanes,
Peter Himmelman, Taj Mahal And Many More**

Celebrated children's music label **Putumayo Kids** is set to release a tribute to the early history of rock & roll with their newest CD, **Rock & Roll Playground**, due out June 29th (suggested retail price \$14.98). Kids of all ages can shake, rattle and roll to music by a stellar group of established and up-and-coming artists. A charmingly illustrated read-aloud booklet also accompanies the CD, with notes about the history of rock & roll and the story of each song.

The songs on *Rock & Roll Playground* were recorded in recent years but were inspired by the evolution of the genre. Grammy® Award winners **Dan Zanes and Friends** invite you to "bug" and "twist" on the song "Let's Shake," while rockabilly royalty **Rosie Flores** churns out feverish licks on "This Little Girl's Gone Rockin'." Grammy Award winner **Taj Mahal** and **Linda Tillery** lend an infectious Bo Diddley beat to "Willie and The Hand Jive," and noted singer-songwriter **Peter Himmelman** delivers a classic rock performance on "Little Bitty Baby."

Grammy Award winner **Bill Harley** sings about a slumbering teenage brother in "Sleep the Whole Day Through" and **Uncle Rock** performs a blues-infused cover of the Steppenwolf classic "Magic Carpet Ride." *Rock & Roll Playground* also features 2009 Grammy nominee **Brady Rymer** as well as **Charity and the JAMband**; New Jersey's **StarFish**; Parents' Choice® Gold award winner **Roger Day**; **Melissa Green** and John Lennon Songwriting Contest winners **Rhythm Child**.

Says **Dan Storper**, founder and C.E.O. of Putumayo World Music, "Putumayo Kids has become known for introducing children to the music of other cultures. Rock music exploded onto the scene during my childhood. It's fitting that as we raise our five-year-old son William in New Orleans, the home of many rock & roll legends, that Putumayo is presenting a collection of rock songs that children in America and around the world are sure to enjoy."

Putumayo Kids will also host an online "**Air Guitar Video Contest**," beginning June 15th and running through August 15th. Parents can visit www.putumayokids.com to submit videos of their children playing air guitar to **StarFish**'s song "The Starfish Stomp" for the chance to win an in-home concert with the band. A free mp3 download of the song will be available on the website. Second and third place winners will receive a prize package of five Putumayo Kids CDs.

Widely recognized as one of the most innovative children's music labels in the United States, the award-winning Putumayo Kids is committed to introducing children to different cultures through fun, upbeat collections of music from around the world. Putumayo Kids CDs are sold in more than 5,000 toy stores, children's boutiques, bookstores and other specialty stores in more than 75 countries. Recent CDs in the Playground series include **Reggae Playground**, **Jazz Playground** and the food-themed release **Picnic Playground**. For more information on these releases and the contest, visit www.putumayokids.com.

For more information on **Putumayo Kids' Rock & Roll Playground**, please contact Sarah Geist Rosen at SKG Publicity: 847.432.8177; sgeist@comcast.net.

