

NEWS RELEASE from **ASHEBA**

www.asheba.net

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Asheba Puts You IN THE KID ZONE

New CD features calypso and reggae treats

Oakland, CA –Asheba, the pied piper of Caribbean music for families, will release a brand new CD, **In the Kid Zone**. Like Asheba's other award-winning CDs, this new collection of 11 songs takes listeners on a joyful journey sharing calypso, reggae and world beat music for children of all ages. **In the Kid Zone** will be available on August 11th.

In the Kid Zone songs are sunny and sea-breezy, with lyrics that evoke the joy of recess, the chirpiness of a little keskidee bird, the cool sweetness of ice cream, and the silvery smoothness of moonbeams. Most of the songs are Asheba originals, honed at performances with hundreds of young children in his frequent concerts. Two of the tracks will ring familiarly: "Ah Sailor" adds calypso beats to the classic "A Sailor Went to Sea" rhyme, and we all scream for "Ice Cream" on Asheba's summery treat of a song. The littlest tykes will find themselves "going up and down, going round and round" with the irresistible tune "Baby Bouncing." And with the song "Calypso," kids will learn something about this rhythmically folkloric style which Asheba knows so well.

Asheba is committed to sharing the joy of life with children. "Being 'in the kid zone' means being firmly connected to nature, in tune with the moment while at the same time, keeping it real as can be," he explains.

Asheba grew up in Trinidad, steeped in the multicultural musical blend of Carnival and other celebrations. He studied and played calypso music and became proficient on the guitar and steel drum. He lived in New York before moving to his present home in the Bay Area, where his performances for kids draw sell-out crowds. His national reputation is growing. His music has won Gold awards from Parents' Choice and NAPPA, and *Parenting* magazine hailed his "clangy calypso beats and cheery reggae stylings." His songs have been on regular rotation on Sirius-XM Satellite Radio's "Kids Place Live" and many other children's radio shows. Asheba's songs are featured on three Putumayo Kids' award-winning CDs: *Caribbean Playground* and *Reggae Playground* and *Picnic Playground*. He has performed around the nation, including at Kidzpalooza and Austin Kiddie Limits.

In the Kid Zone is Asheba's fourth family music CD. *Go Itsy* (2002) and *No More Monkeys* (2004) earned Asheba rave reviews. *The Beat Magazine* called Asheba's music "a completely captivating, fun experience for young people." The release *Children Are the Sunshine* (2006) only cemented his stature as a key figure in the hip indie children's music genre. *Cookie* magazine noted, "his voice sounds like a smile" and *Mothering* called Asheba "a dynamic performer."

In the Kid Zone will be available for a suggested retail price of \$15. It will also be available from various digital delivery services (iTunes, Rhapsody, etc.) To order, visit www.cdbaby.com or call 1-800-448-6369. Asheba plans a busy summer and fall performance schedule, including a gala CD release party at the Ashkenaz Music & Dance Community Center in Berkeley, CA on Sunday, August 16th. For updates, visit www.asheba.net.

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Details: In the Kid Zone: Caribbean Music for Kids

Artist: Asheba (David Asheba Wilson)

Genre: Children's/World Music

National release August 11, 2009

SRP: \$15

Label: COV Productions (ASCAP)

Availability: CDBaby.com – www.cdbaby.com

1-800-448-6369