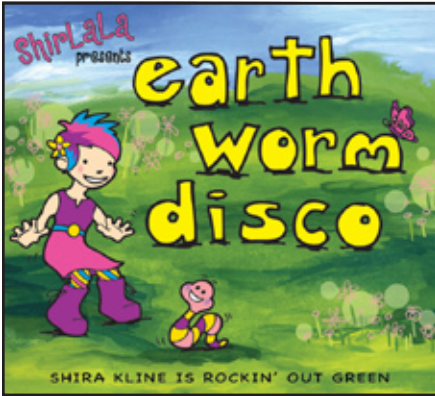


Contact: Allison Spiegel
917.693.3407
aspiegelpr@aol.com

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KIDS' ROCK MUSIC GOES GREEN!

Shira Kline's *EARTH WORM DISCO* Celebrates Eco-Music for Kids



BROOKLYN, N.Y. – Internationally acclaimed kiddie-rocker Shira Kline (aka ShirLaLa) announced the release of her new CD, ***EARTH WORM DISCO***, which celebrates the beauty and bounty of the earth, sea, and sky, and the wonders of growing up green. Action is the key to caring for our environment and that message comes through loud and clear in Kline's green musical playground for the very young, and the young at heart.

With the release of ***EARTH WORM DISCO***, Shira Kline celebrates eco-music, a unique genre of kids' music that will shape their love of our planet for years to come. Designed to raise awareness of the environment through song, eco-music will plant the seeds of activism in young minds and inspire families to incorporate earth-friendly practices into their daily lives. Kline's eco-music for kids will teach children about the earth's wonders and how to preserve energy, keep our air and water clean and reduce waste by reusing and recycling materials.

"Eco-music for kids will unite children in song, inspire them and feed their imaginations about what it means to be part of an environmentally-conscious community," says Shira Kline.

The eleven tracks on ***EARTH WORM DISCO*** include original songs: *Way Up There, Reduce Reuse Recycle & Rock!*, *Earthworm Disco*, *Recyclin' Machine*, *Farmers Market*, *The Sun Shines Down on Every One*, *Whole Wide World*, *Roll Up on Your Tricycle* and *G-Generation*, all with kid-friendly, fun-to-sing lyrics. The one cover on the album, Ruth Pelham's classic *Turning of the World* sums up Kline's message with the lyrics "*With every voice, with every song, we will move this world along.*"

Everything about this album screams green. The bonus track, Electric Junkyard Gamelan's remix of *Reduce Reuse Recycle & Rock!* is played on handmade instruments created from recycled materials such as a "Spoke-a-tar" made from bicycle spokes and a "Big Barp" made from giant rubber bands. The song offers children an open invitation to join in with their own imaginative instruments. The CDs' packaging is made of entirely earth-friendly materials including vegetable ink and a plastic tray made from 100% recycled soda bottles.

"Change takes place one small step at a time. If we can teach children to love even the tiniest earth worm, they will begin to understand its place in our eco-system and they will forever look at the earth's soil differently," says Kline who reveals that making environmentally conscious choices has been a part of her life since childhood. She isn't kidding when she sings, "*Recycle Reuses/ Reuses Reduces/ Reducing makes me happy and it makes me want to Rock!*" Listeners will experience her passion for eco-music and the world at large, and it will be contagious!

Kline has been rocking out with kids for over a decade inspiring self-expression through song and dance. She loves singing along with children because she says "they are limitless in their ability to express wonder, gratitude and joy." Kline performs throughout the United States and abroad bringing her energy and passion

for song to every performance. Her previous albums include the ShirLaLa Holiday Series – a set of lively and engaging recordings that capture each Jewish holiday with prayers, blessings, storytelling, and artwork. The series includes: ShirLaLa Shabbat, ShirLaLa Chanukah and ShirLaLa Pesach (Passover).

Parents and children alike have responded to Shira's music with wondrous praise:

- ★ "I had so much fun my armpits are sweaty and stinky!" – five year-old Isaac from Memphis, TN
- ★ Florida parent Laura Waldorf Reiss enthuses: "We listen to your music every single day! You have made this household and this world a brighter place. You rock!"
- ★ "Shira Kline is not playing at being cool. She is cool," said Washington D.C. blogger Joshua Ford.

EARTH WORM DISCO can be purchased online at www.rockinoutgreen.com and it is also available at amazon.com and iTunes.

For more information about Shira Kline and **EARTH WORM DISCO**, please log onto www.rockinoutgreen.com. For media inquiries or interview requests, please contact Allison Spiegel at 917.693.3407 or aspiegelpr@aol.com.

EARTH WORM DISCO Track Listing:

1. **Roll Up On Your Tricycle** encourages children to get up off the couch, away from televisions and computers, and explore the great outdoors. *"Dance down the street/ It's got a beat/ Just use your feet!"* Tapper, Khalid Hill's irresistible rhythms invite everyone to add their own.
2. Everyone wiggles and giggles to **The Earth Worm Disco**, a classic disco number that helps children develop a love for Mother Earth starting with the tiny earth worm who loves to wiggle and dance!
3. The lyrics in **Farmers Market** use the senses of smell, touch, sight, taste and sound to tell the story of a trip to the farmer's market to discover locally and organically grown foods. *"Mother Earth is all around/ Look at all the things I found!"*
4. **Reduce, Reuse, Recycle and Rock** is a punk rock song about the dilemma of our trash disposal and the best way to solve it. *"Do we throw it in the ocean? No! the fish will die
Do we throw it in the forest? No! the trees will cry
Should we throw it on the street? No! That's where we live
Should we throw it in a hole? The world's just not that big!"*
5. **Way Up There**, a musical and theatrical science lesson, features Dr. BreathEasy on the climate crisis, introducing the need for preserving the earth's balanced atmosphere.
6. **The Sun Shines Down On Every One**, a hip hop counting game, demonstrates the relationship between people, animals and all of nature.
7. 50's rock style **Recyclin' Machine** is a guessing game that encourages children to use their imagination to find new ways to recycle various items and help clean up the earth. Winner is a *"Recyclin' re-user, an expert reducer."*
8. The cool jazz, **Whole Wide World** focuses on animals' need for a clean environment just like human beings. All of our choices and actions affect them too. *"We're not so different from the fish in the sea
They need clean water just like you and me
So be careful with your trash, and stick to the plan
'Cause the ocean and the river aren't your garbage can"*
9. Retro Super Hero Theme song, **G-Generation** is a celebration of the earth's green super powers: *Geothermal Power, Solar Power, Hydro Power, People Power, Wind Power, Biomass Power, and Tidal Power.*
10. **Turning of the World** is a cover of the classic Ruth Pelham song aimed at uniting people in a common goal. *"With every voice, with every song, we will move this world along."*