



## **MULTI MEDIA CHILDREN'S BRAND 'BOYINTHESHADE' LAUNCHES NEW NATURE INSPIRED ALBUM 'BE THE TREE'**

### **12 ORIGINAL SONGS DESIGNED TO EDUCATE AND ENTERTAIN TODAY'S COMPLEX AND EMOTIONALLY AWARE CHILD WITH A MESSAGE OF HOPE, LOVE AND FUN!**

NEW YORK, NY – April 14, 2008 – BoyintheShade, a children's multimedia brand currently comprised of live music, albums and an interactive web site, announces its latest album "Be the Tree." Developed by Stephen Goldberg and Griffin Haviken, both parents themselves, BoyintheShade delivers positive affirming messages to children. The live band consists of five talented musicians who are all professional educators as well. The lyrics in "Be the Tree" foster emotional intelligence, which is an important part of preschool development. All songs are intended for children and parents to enjoy together with musical influences ranging from Raffi to R.E.M. Music can be accessed on iTunes as well as [www.BoyintheShade.com](http://www.BoyintheShade.com).

"Emotional education is important for children especially in their formative years," said Goldberg. "Our mission is to find a way to bring real music to real kids combining meaningful lyrics with great melodies. We have a great respect for the preschool mind and not only do we want them to have fun, we want them to be able to relate on an emotional level, which is why our music carries some of these key messages."

"Be the Tree" has 12 original songs that focus on these values as well as on nature and just being a kid. Goldberg, along with four talented artists, make up the band and when they perform, each takes on a character featured in BoyintheShade. All the characters represent children with distinct personalities designed to relate to children. The lyrics are focused on teaching messages such as developing self confidence and having compassion for others.

Music styles range from pop and rock and roll, to calypso and traditional ballad. Tracks touch on a wide variety of topics including appreciating nature, peer and parental relationships and self esteem.

"The BoyintheShade concept works because the members of the creative team have a background in education and their life mission is to connect with children," said Haviken. "All songs and characters have been created to appeal to every day kids in today's world. The combination of music and storytelling lets kids connect on many levels and they can enjoy the music, learn from the stories and relate to their favorite character. It's an approach that appeals to children and adults alike."

All members of the band are accomplished musicians with backgrounds in education. When performing, each represents a character: Boy, Daisy, Trouble, Numbers and Shi, who all have different personality types:

**Stephen Goldberg (Boy)** –Co-founder and creator of BoyintheShade, Goldberg is the lead singer, songwriter, performer, producer and plays the main character in the show. He has recorded hundreds of musical pieces in all genres including writing commercials, promotions, and scores for Fisher Price, Mattel, Nickelodeon, PBS and Court TV, to name a few. Currently, he is a high school principal in Great Neck, New York.

**Melissa Tong (Daisy) - Violin and Vocals:** An active freelance musician, Tong is co-Artistic Director of the Artemis Chamber Ensemble, and has appeared at Carnegie Hall, Avery Fisher Hall, and Boston Symphony Hall. Collaborations with tap artist Savion Glover led to tours throughout the U.S. and Tokyo. When not performing or teaching, she can often be found fiddling away at a bluegrass jam.

**Joe Brady (Trouble) – Drums:** Brady started playing drums at age 12. He played in rock bands and then switched to the theater, playing in Broadway shows such as Miss Saigon, Urinetown, and Chicago. Some off-Broadway shows include Shout!, The Mod Musical and Tony-n-Tina's Wedding. Additionally, he has played at Tada!, a children's theater in Manhattan and is also an elementary school music teacher.

**Dana Gold (Numbers) – Keyboards and Vocals:** Gold started singing and playing the piano at age eight. She went on to study music education in college and has been teaching music to children of all ages for many years. Gold is currently a middle school music director where she conducts an award winning vocal group.

**Tony Sion (Shi) - Bass Guitar and Vocals:** Sion holds a masters degree in education and currently plays guitar, keyboards and bass guitar. A rocker at heart, Sion has solidified every band he's been in with rhythm, versatility and personality—especially when he is performing on stage.

BoyintheShade is a children's entertainment brand that creates and produces original music, animated characters and live shows with future plans for video and books. BoyintheShade was formally launched in 2006 and was co-founded by Stephen Goldberg and Griffin Haviken, two friends who met in college. Goldberg, with a background in music and education, handles the creative side of BoyintheShade. Haviken, with a background on Wall Street, handles the business side of BoyintheShade. Other members of the executive team include Thomas Conti as Art Director and Evan Brandwein as Technical Director. For more information please visit [www.BoyintheShade.com](http://www.BoyintheShade.com).

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