

Waldmania!
'LET'S BOOGIE!'

with

ROCK'N'RAINBOW

A SLEEK SOUNDING CELEBRATION OF FAMILY ACTION & INTERACTION

“Who is [my son’s] favourite rock artist of all time? Kurt? Axl? Josh? Billy? Nope, Mike Whitla. You know – Mike Whitla?! The genius behind *Dinostory – the Ultimate Dinosaur Rock Opera*? No? Well after a few listens to the anthemic ‘T-Rex’ and the chugging power chords of ‘Brachiosaurus,’ I guarantee you’ll be head-banging furiously. Or maybe just furiously banging your head.”

– Tim Noakes, editor-in-chief, Dazed & Confused Magazine

TORONTO (Jan. 8, 2015) – Soon the world at large will know what Toronto families already know from years of sold-out performances: **Rock’n’Rainbow** – led by **Parents’ Choice® Award winning musician and music educator Mike Whitla** – is the most energetic, glitter-saturated band for kids to hit the stage since the ‘70s. The time has come for **Rock’n’Rainbow** to share its music internationally with the release of the band’s debut album ***Let’s Boogie!*** on **March 17, 2015**.

While the **Rock’n’Rainbow** band recording is a new project for **Mike Whitla**, it stands on the shoulders of his award winning body of work in children’s music, which includes six previous albums produced by his company, **Rainbow Songs**.

Masterfully produced by **GRAMMY® nominated** veteran children’s producer **Tor Hyams**, ***Let’s Boogie!*** is a dazzling “call to action” – a family dance party of high energy tunes with catchy lyrics and funk-rock rhythms that celebrate **Rock’n’Rainbow’s** favorite forms of exercise: biking, heading out on scooters, and boogying-on-down with glam kindie style.

Says **Mike Whitla**, “We’ve all seen technology overtaking our day-to-day lives, and, as a longtime music educator and a dad, I felt a need to respond to this. ***Let’s Boogie!*** is designed to encourage healthy habits, active lifestyles, and lots of personal interaction within our family groups, while also having a barrel of fun. From the energetic rhythms of the album’s title track to the exuberantly adventurous ‘I Like To Ride My Bike’ to our updates on activities like the classic tag game ‘The Freeze’ and ‘The Hokey Pokey,’ we want to suggest that everyone put down their phones and dance together!”

Recorded at Toronto’s legendary Canterbury Music Company, utilizing an array of the studio’s classic vintage mics and state of the art equipment, and engineered by Jeremy Darby, who has worked with the likes of David Bowie, Pink Floyd, Lou Reed, Mick Jagger, Tony Bennett, Ella Fitzgerald, and many other notables, ***Let’s Boogie!*** shines with outstanding sonic quality, first-rate musicianship, and wonderfully imaginative layers of detail.

A ding-a-ling from the handlebars kicks off ***Let’s Boogie!*** with “Bicycle,” a solid rock up-tempo number that puts a little punk in a nod to Queen. An homage to Deep Purple follows on “Faster Scooter Cat,” in which the band knocks out some great riffs with clockwork precision. If there is such a thing as funk-gospel dance music for little kids, “The Freeze” is it. Influenced by Sly and the Family Stone, the album’s title track, “Let’s Boogie,” is a full on disco tribute that issues yet another call to get up off the couch and shake it on the dance floor. The funky counting song, “Five Senses,” offers a tip of the hat to the ***Sesame Street*** “Pinball Number Count” song. (Pre-release video singles of “The Freeze” and “Five Senses” have already racked up tens of thousands of views on YouTube.) Another bright spot is “Hokey Funky,” a refreshing take-off on the classic Hokey Pokey song that lets listeners know that **FUNK** is what it’s all about. It’s “Las Vegas or bust” with “Blue Elvis Blues,” while “Elephants Have Wrinkles,” gives kids a terrific minor mode tune dressed up in an appropriately pachydermic style punctuated at the end with a great kid joke.



Rock'n'Rainbow visionary **Mike Whitla** has been promoting the benefits of learning through music for over 15 years. His company, **Rainbow Songs**, provides interactive classes for thousands of young Toronto area children, parents and caregivers. Mike's **six Rainbow Songs** albums (featuring **Rock'n'Rainbow** musicians) have won numerous awards, including **five recognitions by Parents Choice®** and **two NAPPA Awards**. Mike received a **2006 Independent Music Award** for "Favorite Children's Artist" and was nominated as "Best Children's Entertainer" at the **SiriusXM Indie Awards** in 2012. His **Dinostory – The Ultimate Dinosaur Rock Opera** videos have received **nearly 12 million views on YouTube**. With his wife, Lisa Haberman, **Mike Whitla** is co-founder of **Rainbow Songs Foundation**, a charity providing music programs to family shelters throughout Toronto.

Building on the success of **Rainbow Songs** CDs and videos, the **Rock'n'Rainbow** band was created as an extension of the **Rainbow Songs** family. Jessica Blake ("Lady Red") and Josh Engel ("Blue Elvis") are veteran **Rainbow Songs** teachers and experienced solo musicians. Longtime friend John Kanakis ("Dr. John Orange") is a seasoned professional bassist, having recorded and toured with the likes of Christina Aguilera, jackSOUL and The Philosopher Kings. Tony Nesbitt-Larking ("Mellow Yellow") is a Juno-nominated drummer, guitarist and composer. Together with **Mike Whitla** (as "Purple Stardust") on lead guitar, they transport listeners to another dimension where rainbows are plentiful and always sonically charged.

Rainbow Songs albums include *When You Are Two* (2013), *When You Are One* (2012), *Dinostory* (2011), *Oh Baby* (2009), *Early Morning Knee Slappin' Tunes* (2005) and *Elephants Have Wrinkles* (2000).

Let's Boogie! will be available online at <http://shop.rainbowsongs.com>, CDbaby.com, iTunes, Spotify, and Amazon.

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CD Details: **Let's Boogie!**

Release date: March 17, 2015

For ages 4- 8.

Label: Rainbow Songs Inc.

SRP: \$14.99 (CDN/USD)

Run time: 45 minutes.

'LET'S BOOGIE!' TRACK LIST:

I Like To Ride My Bike

Faster Scooter Cat

The Freeze

Let's Boogie

Five Senses

Hands Together, Hands Apart

Hokey Funky

Elephants Have Wrinkles

I Can't Fly

Everybody Farts

Blue Elvis Blues

That Is The Right Hand

Let's Dance Today

Time Warp

Early Morning Knee-Slappin' Blues

Rock'n'Rainbow Theme Song

Goodbye

*For more information about **Rock'n'Rainbow** or to schedule an interview, please contact Elizabeth Waldman Frazier at Waldmania! 415.334.2787 or elizabeth@waldmaniapr.com.*

*Check out the **Rock'n'Rainbow** website at www.rocknrainbow.com.*