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## RE-BOP CELEBRATES 15-YEAR JOURNEY

Vermont's independent children's record label revitalized  
under the creative direction and courage of founder Diana Winn

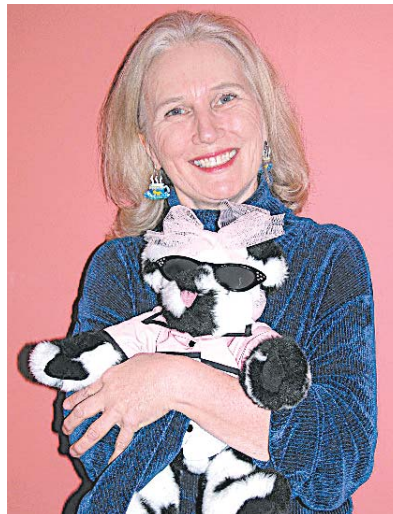
**M**ARSHFIELD, Vt. — It all looked so easy at the start. After Re-Bop Records got rolling in 1989, a major record company snatched up its first three titles for national distribution. Re-Bop, which pioneered oldies music for kids, quickly became A&M Records' second best-selling children's music act behind Shari Lewis and Lamb Chop.

The immediate success, however, belied the heartbreak and hardships that lay ahead, leading the company and its president, Diana Winn, to some perilously low points. In 1993, Winn's 46-year-old husband and business partner, David "Crow" Levine, died of cancer, putting the creative direction and financial health of the company squarely on her shoulders. The unthinkable happened again in 2000 when doctors were forced to amputate Winn's right hand and wrist following a medical mistake.

Despite the setbacks, Winn is now inspiring Re-Bop Records to new heights as it marks its 15th year in 2004. With the decision to move The Re-Bops beyond the increasingly crowded kids' oldies market, Winn has won over a whole new audience of librarians, educators, caregivers, and parents with clever, original recordings that happily justify repeated listenings.

In Winn's words: "Good kids' music should run the gamut of feelings and not be afraid of metaphors and ambiguity. It should be full of repetition, ingenuity, simplicity, and intelligence. At Re-Bop, we shoot for recordings that are hip without being slick; music that is both authentic and age-appropriate. It gives kids credit for having the whole range of emotions."

A Phi Beta Kappa with a master's degree in elementary education, Winn tapped those impressive credentials for two Re-Bop releases in 2003, *WHAT IS IT? Musical Math & Science* and *Mother Goose's Never-Ending Tea Party*. Both recordings were developed in conjunction with Mother Goose Programs™, a literacy and professional development series affiliated



Diana Winn, founder, president  
and CEO of Re-Bop Records

### RE-BOP REWIND

#### 1989

The Re-Bops, a popular oldies band led by Diana Winn on bass, husband David "Crow" Levine on guitar, and Stephen McArthur on saxophone, rock onto the recording scene with *Oldies for Kool Kiddies*, the first release on their own Re-Bop Records label. The creative team of Diana and David handle the production side of the business, while Stephen handles the marketing, distribution, and bookkeeping. The release is quickly followed by *Funny 50's & Silly 60's* in 1990 and *Raised on Rock 'N Roll* in 1991.

#### 1992

The three recordings are so popular A&M Records negotiates to bring The Re-Bops on board. Once the deal is done, Re-Bop takes a spot behind Shari Lewis and Lamb Chop as A&M's best-selling acts in the children's division.

The Re-Bops give dads their due with one of the first lullaby tapes made especially for fathers, *Daddy's Lullabies*. Crow and Diana collaborate on 10 original songs. The 18-song CD version is released four years later, and includes "Daddy Says" by Grammy nominee Bill Harley.

#### 1993

*Daddy's Lullabies* is to be Crow's final recording. The 46-year-old guitarist and songwriter succumbs to cancer, leaving behind Diana and 10-year-old daughter Jessamine, and robbing Re-Bop Records of its visionary leader. When Stephen McArthur opts to devote himself full time to his own business, Diana carries on alone, taking on the responsibility for all creative and financial decisions.

#### 1995

A&M Records drops its children's music division. Winn reclaims the original three titles, folding them into Re-Bop's expanding catalog.

Re-Bop releases *Oldies for a Cool Christmas*, the first under Diana's leadership as "Chief Re-Bop." The project was planned before Crow's death, and Diana holds

with the Library of Congress Center for the Book.

That dual goal of great music and good works continues with the February 2004 release of *Even Kids Get The Blues*, a musical primer for the 12-and-under set that showcases the entire range of blues styles. The CD gained the support of Bonnie Raitt, who makes a cameo contribution to the title track, and features Memphis-born jazz and blues vocalist Sandra Wright, The Unknown Blues Band with B.B. King sideman Big Joe Burrell, and a diverse mix of talented kids. Renowned children's book author and illustrator Thatcher Hurd (*Mama Don't Allow*, *Zoom City*, *Art Dog*) created the art for the cover and the lyric booklet. The project is being produced and recorded by Chuck Eller, a keyboardist with Vermont's premiere blues group, The Unknown Blues Band, whose musicians have played with legends such as Muddy Waters, John Lee Hooker, Etta James, Junior Wells, Howlin' Wolf, Paul Butterfield, and B.B. King. A portion of the proceeds from this recording will be donated to Little Kids Rock ([www.littlekidsrock.org](http://www.littlekidsrock.org)), an innovative non-profit music education program that provides free instruments and instruction to disadvantaged children.



Ten-year-old Anneli Blume and Sandra Wright are featured on Re-Bop Records' February 2004 release, *Even Kids Get The Blues*.

Winn's projects regularly involve collaboration with Vermont's top songwriters and musicians, but it is the incredible kids she records with that give the label its signature sound. This collection of amateur and professional musicians, specifically selected for each project, is the group known to the music industry as The Re-Bops. Children of all ages and from all over New England travel to Re-Bop's homebase in Marshfield, Vt. to work (and play) under Winn's direction and encouragement. It is her particular gift to transform the words, phrases, and funny expressions of kidspeak into engaging dialogue, original lyrics, and enduring themes.

Re-Bop's latest releases are proudly labeled "Homegrown in Vermont," and all of Winn's music reflects Vermont's image: high quality, independent, family-friendly, and just a touch quirky. In this, Re-Bop Records joins the state's other icons of children's retail, Ben & Jerry's, Zutano, and the Vermont Teddy Bear Company. Since the company's inception, Re-Bop has been involved with community issues and activities, and is a proud member of Vermont Businesses for Social Responsibility.

"Although the sudden loss of my hand has compromised my own ability to perform music, it hasn't altered by mission a bit: To generate recordings that let families relate, create, communicate, play, solve problems, and exercise imaginations," Winn says.

Winn's ability to withstand hardships has sustained Re-Bop Records for the past 15 years. The company has evolved along with its president through each challenge, fearlessly exploring new subjects and concepts in children's audio entertainment. Future plans include extending the Re-Bop world into DVDs, books, and scripts for school performances.

true to the original concept, freshening up several rock-and-roll standards to fit alongside some favorite holiday classics.

## 1998

Re-Bop makes a right turn with *Motor City Music for Minors*, fun new renditions of Motown favorites tied together with a story about a Postwoman, two friends, and a girl and her dog. Parents Magazine includes Motor City on its list of "The Best of 1998."

## 1999

Re-Bop revives the art of recitation with *For Kids By Kids: Poems and Song Wannabes*. The innovative recording features children ages 3-16 adeptly combining rhythm and rhyme. *For Kids By Kids* wins the prestigious NAPPA Gold Award and makes it onto Child Magazine's "Best List." Also in 1999, Diana works with doo-wop expert Johnny Gale to produce *Re-Bops Jukebox! Party Songs*, which unleashes 14 high-energy tunes on the kids' party scene. That same year the company honors its first decade with *Personality Hit Parade*, a collection of the goofiest character-driven songs from its first 10 years.

## 2000

A routine injection to treat a migraine goes horribly wrong for Diana, forcing doctors to amputate her right arm below the elbow. The traumatic event halts production of *Sink or Swim*, a decidedly grown-up album Diana wrote about the love and loss of her husband, Crow. *Sink or Swim* is released nearly a year later under Re-Bop's sister label, Miss Demeanor Music.

## 2001

*Dogs of Our Lives*, a canine soap-opera parody with an oldies/doo-wop sound, has its day.

## 2002

The partnership between Re-Bop Records and Vermont Center for the Book (currently known as Mother Goose Programs™) gathers steam. After producing the cassette *Groovin' with Mother Goose* in 2000 for the organization's literacy programs, Re-Bop follows it up with *Bouncin' with Mother Goose*. The hour-long collection of nursery rhymes and original songs becomes the basis for *Mother Goose's Never-Ending Tea Party*, an award-winning CD released the following April.

Winn's passion, creativity, and resilience have produced a stunningly broad collection of music, all with one common element — the ability to make kids and their grownups listen to the world in a whole new way.

To celebrate its 15th anniversary, Re-Bop Records is offering Take a Bite of Re-Bop, a free sampler of 10 full Re-Bop songs. To request your copy, please call 1-800-OK-REBOP (1-800-657-3267) or visit [www.reboprecords.com](http://www.reboprecords.com). Re-Bop recordings are available at quality music, book, and children's gift stores, through major Internet retailers such as Amazon.com and CDBaby.com, or via Re-Bop Records' toll-free number and website.



Children can tinker with an animated version of Chief Re-Bop Diana Winn on Re-Bop Records' redesigned website [www.reboprecords.com](http://www.reboprecords.com).

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For more information or to arrange an interview with Diana Winn, please contact Kristin Fletcher at (802) 426-3481 or [kristin@reboprecords.com](mailto:kristin@reboprecords.com).

The successful collaboration with Mother Goose Programs™ continues with *What Is It? Musical Math & Science*, a clever recording of 18 math and science story-songs inspired by picture books. Later in the year, the Re-Bop crew completes recording work on *Even Kids Get The Blues*, scheduled for release in February 2004.

Re-Bop enlists the help of website designer Dana Whittle of Vizou to create an innovative, interactive [www.reboprecords.com](http://www.reboprecords.com). The full catalog is available on the secure site, along with companion activity sheets, audio clips, printable lyrics, and helpful information for retailers, distributors, and the media. There's even a kids-only section with a wealth of fun activities. It is also the first children's music website to offer MP3s, with free and paid downloads of selected songs.

## AWARDS AND ACCOLADES FOR THE RE-BOPS

### OLDIES FOR KOOL KIDDIES

*Film Advisory Board Award of Excellence*

"New renditions of classic '50s and '60s favorites with imaginative sound effects and a kids chorus doing back-up! . . . Songs perfect for family sing-alongs! These delightful recordings will bring back memories for you and make new ones for your kids."

— Book-of-the-Month Club

### FUNNY 50'S & SILLY 60'S

*Film Advisory Board Award of Excellence*

"Pop Music knew how to laugh in the fifties and sixties, and this album is the proof. It has an infectious beat and is easy for kids to dance to. What's more, it allows parents to share a silly slice of their own childhood with their kids."

— Parenting Magazine

### RAISED ON ROCK 'N' ROLL

*Film Advisory Board Award of Excellence*

"Rock n' Roll has never been more fun! All the pizzazz of the originals, but with an extra dose of excitement."

— Music for Little People

### DADDY'S LULLABIES

*NAPPA Gold Award*

*Parents' Choice Gold Award*

*Film Advisory Board Award of Excellence*

"Inside the heart of every daddy is a lullaby, aching to be sung. The Re-Bops have captured every tender nuance of Daddy's love in this very special collection of 16 traditional and original bed-time songs."

— Music for Little People

### OLDIES FOR A COOL CHRISTMAS

*Parents' Choice Gold Award*

*NAPPA Honors Award*

*Film Advisory Board Award of Excellence*

"A cozy oldtime rock'n'roll-style family collection... performed by adults and a gaggle of kids, and wrapped up with comic and sweet vignettes of a family at Christmas..."

— Los Angeles Times

### MOTOR CITY MUSIC FOR MINORS

*Parents' Choice Gold Award*

*Parents Magazine "Best of" List*

*Film Advisory Board Award of Excellence*

"This is a lively resurrection of Motown hits with a twist. Old favorites like 'Please Mr. Postman' and 'Signed, Sealed, Delivered' are woven into a clever tale about the challenges of relationships with friends, parents, teachers and even Rover."

— Woman's Day KIDS Magazine, "Editor's Choice"

### RE-BOPS JUKEBOX! PARTY SONGS

*Sesame Street Magazine Best Audio*

"The Re-Bops' sixth collection of retro rock and roll once again features happy-feet songs from the '50s and '60s that will amuse both parents and a generation of new listeners."

— Booklist

### FOR KIDS BY KIDS: POEMS AND SONG WANNABEES

*NAPPA Gold Award*

*Child Magazine "Best List"*

"The clever, quirky wordplay, alliteration, and rhyme beg for repeated listenings."

— Child Magazine

### GROOVIN' WITH MOTHER GOOSE

"Groovin' With Mother Goose' is great! Not only do you get some of the best-loved songs and rhymes around, but there's

wonderful banter along the way."

— Vermont Center for the Book

### DOGS OF OUR LIVES

"The supremely silly soap-opera-parody plotline about runaway pooch Rover will fetch grins from dog lovers of all ages."

— Family Fun Magazine

### MOTHER GOOSE'S NEVER-ENDING TEA PARTY

*Parenting Magazine's "Parenting Picks"*

*Children's Music Web Award for "The Best Recording for Pre-Schoolers"*

*Film Advisory Board Award of Excellence*

"The concept is winning and the performances are stellar, especially the intimate family moments between parent and child reciting the familiar rhymes. This recording reminds us why nursery rhymes are alive and well hundreds of years after their creation."

— Kidzmusic.com

### WHAT IS IT? MUSICAL MATH & SCIENCE

*iParenting Media Award*

*Film Advisory Board Award of Excellence*

"Inspired by well-known children's picture books and cognizant of national science or math standards, this album of delightful tunes is a winner. A must-have for preschool and kindergarten classrooms and primary collections, parents and caregivers will also appreciate its entertainment value."

— School Library Journal

### EVEN KIDS GET THE BLUES

"How great to hear kids singing Blues they can mean! Great lyrics, cool performances — a terrific record throughout. I even get to do a cameo with Anneli Blume on the title track!"

— Bonnie Raitt