

FACT SHEET

TITLE: **WE ARE ... THE LAURIE BERKNER BAND**
[TV-G] [CC] [Stereo]

LENGTH: 1/60

NOLA CODE: TLBB

CATEGORY: Music & Entertainment

OFFERED: Premium Service 18 offer, January 2007

RELEASE DATE: March 1, 2007

CONTRACT TERMS: Eight releases through March 31, 2009

PROGRAM SUPPLIER: Razor & Tie

PROGRAM DESCRIPTION: Laurie Berkner is the preeminent children's music artist today. Her intelligent yet accessible songwriting, captivating vocals and infectious melodies have earned her rave reviews from the press, a national touring base, appearances on national talk shows, and huge CD sales. Her first ever DVD, "We are ... The Laurie Berkner Band," is certified quadruple platinum and has topped the Billboard Music Video DVD chart. WE ARE ... THE LAURIE BERKNER BAND is a 60-minute pledge event featuring the group's music videos and in-studio segments with Laurie Berkner.

PROMOTIONAL MATERIALS: Use the above program description for guide listing. A press kit, including fact sheet, press release, video song list and biography will be posted to PBS Connect and APTONline.org. Color photos will be available via email and on APTONline.org.

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PRODUCTION CREDITS: Executive producer: Cliff Chenfeld
Craig Balsam
Supervising Producers: Aaron Brotherton
Ryan Ingrasin

BROADCAST HISTORY: U.S. Television Premiere

RELATED MERCHANDISE: Individual viewer purchase: A DVD and various recordings by Laurie Berkner are available in retail outlets nationwide.

Pledge:
Program DVD with the bonus video and the extra CD; related CD: "BUZZ BUZZ"; related CD: "VICTOR VITO"; combo package: program DVD and both CDs.

VIEWER INQUIRIES: American Public Television
Viewer Services
55 Summer Street, 4th Floor
Boston, MA 02110
617-338-4455 ext. 202

WEB SITE: <http://www.twotomatoes.com/>
<http://www.razorandtie.com/>

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PRESS RELEASE

Best-selling Children’s Musician Laurie Berkner to Appear on New Public Television Special

“A kind of sippy-cup Sheryl Crow, Berkner inhabits a kid’s curious perspective in her lyrics and pens folk-pop melodies that bear repeated – very repeated – listenings.” - *Time Magazine*

American Public Television announces the release of **WE ARE ... THE LAURIE BERKNER BAND**, a new special coming to public television stations March 1, 2007 (check local listings). This 60-minute program is a fun-loving compilation of infectious children’s songs performed by acclaimed artist Laurie Berkner and her band mates Brian Mueller and Susie Lampert. Based on their first-ever, quadruple-platinum DVD, this public television premier features the group’s colorful and engaging music videos as well as informative in-studio segments with Laurie Berkner.

The Laurie Berkner Band is known for their catchy lyrics, enthusiastic delivery and ability to capture the imagination of children. Each song brims with whimsical ideas – such as bike-riding goldfish – and inspires children to sing, dance and get plain ‘ole silly. Laurie’s well-known hits, including “Moon Moon Moon,” “We are the Dinosaurs,” “Bumblebee (Buzz Buzz)” and “Victor Vito,” are featured in the program.

“Whenever you mention Laurie’s name to a parent with young kids they just light up with enthusiasm,” says Eric Luskin, vice president of APT Premium Service. “APT is proud to bring Laurie’s music to an audience that is eager to find inspiring, age-appropriate entertainment for their family. I wish she’d been around when my daughter was a youngster!”

– more –

Laurie Berkner is the preeminent children's music artist today. Her intelligent yet accessible songwriting, captivating vocals and infectious melodies have earned her rave reviews from the press, a national touring base, appearances on national talk shows, and huge CD sales. The Laurie Berkner Band became household names to the toddler set when they appeared on NOGGIN's hit preschool series *Jack's Big Music Show* in 2005. The show's second season just debuted in early January, 2007 and again features The Laurie Berkner Band in almost every episode.

WE ARE ... THE LAURIE BERKNER BAND is presented by Razor & Tie in association with American Public Television's Premium Service. The executive producers are Cliff Chenfeld and Craig Balsam and the supervising producers are Aaron Brotherton and Ryan Ingrasin.

About American Public Television

For 45 years, American Public Television (APT) has been a prime source of programming for the nation's public television stations. APT distributes more than 300 new program titles per year and has 10,000 hours of programming in its library. It is responsible for many public television milestones including the first HD series and the 2006 launch of the Create channel featuring the best of public television's lifestyle programming. APT is known for its leadership in identifying innovative, worthwhile and viewer-friendly programming. It has established a tradition of providing public television stations with program choices that strengthen and customize their schedules such as *JFK: Breaking the News*, *Battlefield Britain*, *Globe Trekker*, *Rick Steves' Europe*, *Great Museums*, *Jacques Pépin: Fast Food My Way*, *America's Test Kitchen From Cook's Illustrated*, *Broadway: The Golden Age*, *Lidia's Family Table*, *California Dreamin' – The Songs of The Mamas & the Papas*, *Rosemary and Thyme*, *P. Allen Smith's Garden Home*, *The Big Comfy Couch*, *Monarchy*, and other prominent documentaries, dramatic series, how-to programs and classic movies. For more information about APT's programs and services, visit APTonline.org.

About Razor & Tie

New York-based Razor & Tie is one of the fastest growing independent entertainment companies in the United States. Razor & Tie successfully sells audio and video products through traditional retail distribution, direct response television advertising and e-commerce based websites. Founded by co-owners Cliff Chenfeld and Craig Balsam, Razor & Tie is a vertically-integrated company that encompasses a music company with major label distribution, a home video company, a media buying company, a music publishing business, an experienced marketing, promotion and sales team, a direct marketing operation and a growing database of entertainment consumers.

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VIDEO LIST

WE ARE ... THE LAURIE BERKNER BAND

"I'm Gonna Catch You"

"We are the Dinosaurs"

"Victor Vito"

"Walk Along the River"

"Under a Shady Tree"

"Bumblebee (Buzz Buzz)"

"O Susannah"

"The Goldfish"

"Pig on her Head"

"Moon Moon Moon"

Credits/ "Telephone" (Live)

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BIOGRAPHY

Laurie Berkner

Laurie Berkner has been a professional musician since 1992, but her success as a children's recording artist was a surprise to her. "It was so unexpected," says Laurie. "I'd been performing in rock and struggling to write original music. Writing music for kids has not been a struggle at all."

While Laurie never planned to be a children's performer, looking back on her career it almost seems inevitable. Growing up in Princeton, New Jersey, Laurie was always involved in music, whether singing in choirs, playing in bands, or performing in musical theater. In high school and throughout college, she toured Europe with choirs and orchestras as a soloist and guitarist. After college, Laurie worked as a music counselor at summer camps, and later worked as a children's music specialist at New York area preschool and day care centers. Working with children became the perfect creative outlet for Laurie.

Laurie's first release in 1997, 'Whaddaya Think of That?' was inspired by the parents of her young students. Many of the songs involve movement, and all of them invite children's participation. Songs such as "We Are the Dinosaurs" allow children to express anger and to feel powerful, while quieter songs inspire feelings of security and warmth. By the time she released her second CD in 1998, 'Buzz Buzz,' Laurie had formed her own record company, Two Tomatoes Records, LLC.

Laurie's third release, 'Victor Vito,' came out in late 1999. At this point, Laurie had national distribution and a fanatic following among children up to 7. The CD received critical acclaim from publications ranging from People Magazine to U.S. News & World Report, and the FX Network's "American Baby Show" invited Laurie to make her first national TV appearance. 'Victor Vito' was bestowed two Children's Music Web awards and a Parent's Guide to Children's Media Award.

'Whaddaya Think of That?' was re-mastered and re-released on CD in September, 2000. Critical raves soon followed. Family Fun's Moira McCormick named it one of the best children's CDs of 2000.

The Laurie Berkner Band, Susie Lampert on keyboards and Laurie's husband Brian Mueller on bass, made their debut on VHS in September, 2001, with the release of 'Laurie Berkner's Video Songbook.' The video received a 2003 Telly Bronze Award, a Kids First! Endorsement, a Parent's Guide to Children's Media Award and a Video Magic Award from Parenting Magazine.

Laurie Berkner's fourth studio CD, 'Under A Shady Tree,' was released in late 2002 to rave reviews and multiple awards, including a N.A.P.P.A. Gold Award, a Parents' Choice Silver Honor Award, a Parent's Guide To Children's Media Award, a Children's Music Web Award (Best Recording For Toddlers), an iParenting Media Award and an Oppenheim Toy Portfolio Platinum Award.

February, 2004 brought the release of Laurie's first picture book-with-CD, "Victor Vito and Freddie Vasco," on Scholastic's Orchard Books imprint. Laurie's hit song "Victor Vito" come to life as two polar bears set out on a cross-country mission to find items for the menu at their Klondike Café. Magazines including Family Fun, Child, Parents and American Baby gave the songbook rave reviews.

Shortly thereafter, The Laurie Berkner Band made their debut on the **NOGGIN** TV channel (Nickelodeon's educational, commercial-free sister station) with a series of six musical interstitials airing throughout the day's programming as part of the network's "Move to the Music" series. The exposure on national television sent sales of their CDs soaring – hitting Billboard's 'Top Internet Album Sales' and 'Top Kid Audio' charts, and becoming the No. 1-4 best-selling children's discs on amazon.com. 'Laurie Berkner's Video Songbook' was the No.1 best-selling video (out of all categories!) on the site.

Laurie also contributed an original song, "I Want It," to Marlo Thomas' book and companion CD, "Thanks & Giving All Year Long," which was released at Thanksgiving, 2004. The track was recorded by Marlo and rap-rock singer Uncle Kracker. The CD won a Grammy Award in 2006.

The Laurie Berkner Band appears every week in "Jack's Big Music Show," an original music series that debuted in September, 2005 on NOGGIN. At the end of 2005, The Laurie Berkner Band completed a headlining slot on the inaugural tour of Jamarama Live! Kidsfest, a groundbreaking children's music festival.

In February, 2006, the band released their first DVD, "We are ... The Laurie Berkner Band." Packaged with a compilation CD that includes a brand new track, the DVD entered Billboard's Top Music Video chart at No. 1, where it stayed for six weeks, and went quadruple platinum. "We are ... The Laurie Berkner Band" marked the first time Starbucks Hear Music co-released a family title. Parenting Magazine wrote, "The Pied Piper of Preschool pulls together a bouncy set of her best get-up-and-dance music videos, sure to keep wee toes tapping."

The Laurie Berkner Band performs across North America. Their concerts have been held at varied venues from the White House to national and international children' music festivals.