

SUNDAY NY DAILY NEWS Says Louie is "Breaking Out from the Local Level"

Praises "Listen 'n' Learn Approach in Both English and Spanish,"
and Songs that "Fit in Equally Comfortably at a Nightclub or at a
Kids' Birthday Party"

Louie Miranda's unique brand of 'INFORMATIONAL MUSIC', which teaches as it entertains, continues to generate attention. Louie is known for using bilingual lyrics and themes of empowerment to help children believe in themselves. In yesterday's **SUNDAY NY DAILY NEWS**, an article on sophisticated children's music (see excerpts below) praised Louie as someone who "regularly gives concerts in disadvantaged neighborhoods, and...uses his musical talent as part of an early childhood initiative program."

Look for Louie interviews in upcoming issues of **PERFORMING SONGWRITER** Magazine and **NEW YORK FAMILY** Magazine. His two new CDs, the jazz-infused "Yellow Checker Taxi Jazz Guitar" and the Latin-influenced "Fiesta Latina" take family entertainment to the next level.

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DAILY NEWS

Minors are the key

Children's musicians make city tykes twist and shout

SUNDAY NY DAILY NEWS -- MAY 14, 2006 -- By RON DICKER

(EXCERPTS)

Kiddie music is growing up - and New York is the center for this new generation of funny, silly and looney tunes.

Previously, parents of preschool young-'uns had to endure chirpy lyrical lessons or do-re-mi delirium while their children sat through the un-hip stylings of Raffi and Barney. In the wake of such phenoms as the Wiggles, a gaggle of Brooklyn musicians - including Dan Zanes, the Deedle Deedle Dees, AudraRox and alt-pop faves They Might Be Giants - steered the genre away from old-school sticky-sweet to 21st-century smart. Now, this toddlin' town is rock-a-bye rockin' out.

"There's a whole breed of folks who are [becoming successful by] not talking down to children," **Billboard.com** editor Barry Jeckell says. "It's still simple music, but these musicians are giving kids the benefit of the doubt."....Jeckell thinks part of kid music's newfound status may be because success in the genre no longer carries a stigma. He believes parents like himself are also pushing the trend.

"You want your kid to be cool, so you resist playing them Raffi or Barney," he says.

Latin beats, intricate funk 'n' folk and seriously wacky subject matter also add to the appeal...

LOUIE MIRANDA

When his career as a studio musician turned stale, Miranda put away his guitar and took a job as a doorman at the Children's Museum of Manhattan.

"I had no idea the door would open to something else," says Miranda, whose sing-alongs as a doorman led to a second chance in the business. Now, Miranda is breaking out from the local level with a listen 'n' learn approach in both English and Spanish. "People make the assumption that children don't get it," Miranda says. "What children respond to is rhythm."

In February, he simultaneously released a jazz CD, "Yellow Checker Taxi Jazz Guitar," and a compilation, "Fiesta Latina." The songs would fit in equally comfortably at a nightclub or at a kids' birthday party.

Miranda (www.louiemusic.com) welcomes the competition - variety is the spice of this genre's life, he says - but he wishes the focus could fall more on kids in need. That's where Miranda feels he has separated himself from the pack: He regularly gives concerts in disadvantaged neighborhoods, and he uses his musical talent as part of an early childhood initiative program.

He'll soon have a new audience at home, too: One of Miranda's daughters lives upstairs from him in Carroll Gardens and is expecting twins.

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