

Friday, April 2, 2010

[The Friday Feature: Toy Block Music](#)

Just the thought of listening to screechy kid music makes my ears bleed. As a result, outside of what Madaline might hear while watching Nick Jr., the music Madaline is exposed to is what both my husband and I listen too. This can be anything from The Who to The Dave Matthews Band to Keith Urban to classical composers to Broadway show tunes. Broad spectrum of music. At times, while I know Madaline doesn't understand the context, the lyrics are not really always appropriate for 2.5 year old ears.

And, so, when my friend [Joanna](#), founder and president of:



sent out a teaser email about a kids album, that with the help of Grammy-award winners, Ricco Lumpkins (TLC's Fanmail) and Matt Shane (Flight of the Conchords), she was putting together, it peaked my interest. As Joanna writes in their promotional material, 'were putting together a music project dedicated to the idea that kids understand, and deserve, real music written and performed by real musicians. The [Eat Paste](#) album rocks out to a hip-hop/funk 'Wheels on the Bus' a surf punk 'The Cat Came Back', an indie 'There Was an Old Woman', and other fun gems. I admit, I was skeptical at first. Kid musics for me usually equals ear bleeding - but, I thought maybe this will be something different.

And, let me just say this - I LOVE IT!!!! And, I knew I had to share it with all of you. There was a little glitch in my promotional CD - but as soon as I let Joanna know, she fixed it for me. And, can I just tell you that I have had [Eat Paste](#) playing in my car for last two days. I have been listening to it as I drive back and forth to work, and Madaline has not once been in the car with me. That's how cool these songs are.

But, the thing that really made me want to help promote the Eat Paste album? The news that a portion of all the proceeds from ToyBlock Music will be contributed to [PAGER](#), the Pediatric / Adolescent Gastroesophageal Reflux Association. PAGER is a nonprofit organization working to educate and assist families and young children suffering from Gastroesophageal Reflux Disease. GERD is a condition which affects an estimated 7 million babies in the United States, and can lead to life long health problems if not treated early and continuously. PAGER works to provide support to children and families suffering from GERD, provides training for volunteers and professionals, collaborates with child abuse prevention programs, and conducts other public awareness programs throughout the country.

Joanna's daughter, and my [daughter](#) both struggle with this disease. As Joanna says "Infant and childhood GERD is not like having 'a little heartburn,'"". She and I both know first hand how heart wrenching it is to watch a child suffer from this. The puking, the screaming, the self starving, the exhaustion, countless trips to specialists and the need to medicate you child. It rips at your heart and makes your soul hurt as a mom. No child, should have to ever experience this.

So, please, take a moment, and visit [Toy Block Music](#). Click on the '[store](#)' [tab](#) at the top of the page and either download the whole album or pick a few songs a la carte. You won't be disappointed. Serious - and just think -

instead of feeding your music money into a large corporation, while not try something different? All in one transaction you can supporting a *{mom run}* small business and donate to a great cause that is near and dear to my heart at the same time?

Thanks!