

<http://www.retrogirl.net/2010/05/i-confessim-paste-eater-toyblock-music.html>

Incorporating music into your child's daily routine is such a positive development tool. Early exposure to music has been said to increase math and language skills in children and provide considerable social, emotional and physical benefits. Listening to music, dancing and singing with your child is also *just plain fun and relaxing* - a great way to soothe even the crankiest of toddlers sometimes!

When you think of children's music, you probably think of that *annoying purple dinosaur* or those cheesy kid's CDs sold in a display rack at the local "mart" store and *the headache you'll have* after listening to them for very long. Some of it is cute and fun *but not for long*. Like myself, many parents are searching for diversity in the styles of music they share with their children--as well as songs with G-rated lyrics, music that inspires creativity and can be enjoyed by family members of all ages. (*Translation--music that doesn't suck and won't drive you insane!*)

I was recently contacted about [ToyBlock Music](#). It's a collaborative children's music project that has set some children's classics to a variety of styles of "real music" such as pop, funk, and folk. Their first EP "[Eats Paste](#)" was released on April 1, 2010 and I was very fortunate and excited to be given a complimentary electronic copy to listen to with my son.

First - The ToyBlock Story:

Joanna Quargnali-Linsley, Chicago mom-preneur and president/founder of ToyBlock Music, got tired of listening to boring, demeaning kids' music. It all sounded the same, and it all disappointed both her and her year-old daughter. So she decided to do something about it.

"Exposing kids to good music just makes sense, and they love it," Joanna says. "What kids listen to should be just as interesting and complex as what we listen to as adults."

After over a year in the making, the project's EP, "Eats Paste," was released on April 1st. It features a funk version of "The Wheels on the Bus," a surf-punk "The Cat Came Back," a dark singer-songwriter take on "There Was an Old Woman Who Swallowed a Fly," and other unique gems.

ToyBlock Music is also proud to say that a percentage of its profits will be directed to [PAGER](#), a nonprofit organization which assists families with children suffering from [pediatric GERD](#). Joanna decided to connect TBM with [PAGER's](#) efforts because of her daughter's struggle with the disease. "Infant and childhood GERD is not like having 'a little heartburn,'" she explains. "It is 5 hour screaming fits, the inability to eat, lifetime food aversions, sleepless nights, and so much physical and emotional pain for the whole family. So few people really understand the severity of GERD in kids unless they are affected by it.

My Review

I downloaded the [digital EP](#) (album) from [ToyBlock's website](#) in seconds. It comes as a compressed/zipped file and is easily extracted and saved to your computer's music folder. I quickly downloaded the music to my MP3 player ("i" use the big name popular *tunes* program & player...) and was ready to enjoy with my son in no time.

There are 7 songs on this EP, recorded by professional musicians (*two are Grammy award winners!*) and singers. I was really excited to see a hip Funk version of "The Wheels on The Bus" as this is my son's current obsession! Some songs are a bit more softer, in a folksy or singer-songwriter style--"*Wynken-Blynken and Nod*", and "*Oh Susannah*", while others are more upbeat such as "*The Crawdad Man*",

"Alice the Camel" and the surf-punk style song "The Cat Came Back".

My little guy appeared to be a bit bored with *Wynken, Blynken and Nod*, and a bit relaxed listening to *Oh Susannah*, and *There Was an Old Woman*, but really perked up, smiling, bobbing his head and moving his arms to the rest of the faster songs--especially his beloved *The Wheels on The Bus* heheh! I love *The Crawdad Man* - it's my personal fave! We've been playing this EP in the car on our way to daily activities/errands, and around the house and really enjoying it.

My Conclusion

I *really like* this EP and my son enjoys it as well. I would definitely recommend it to any parent who is looking for something a bit new and different in childrens/family music. I like that you can download individual songs or the whole EP if you so choose. I also like that a percentage of the profits from this EP are going to [PAGER](#) to help fight [pediatric GERD](#).

I wasn't too crazy about the lyric "*perhaps she'll die*" in the song "*There Was an Old Woman*" for a toddler, but that's just me - *I might just be a bit sensitive* - it is an traditional song that has been sung to kids for many years (*including in my elementary school way back when*). Most kids may not give it any thought. I'd like to see more upbeat songs on future EP or CD releases by ToyBox Music. Most parents and kids like fun, happy songs to which they can dance, wiggle and sing along.