

## It's Hip Hop Baby

Written by Westside ID3429

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"It's Hip Hop, Baby!" includes original songs, as well as the classics we all know and love -- "ABCs," "If You're Happy and You Know It," and "Head, Shoulders, Knees and Toes" -- but on this educational video the music has a trendy, dance-worthy beat with a fun, positive message. It promotes the joys of learning ABC's, animals, body parts, colors and numbers through captivating musical performances that sound like today's hottest hip hop tracks. "It's Hip Hop, Baby!" also features real children, not actors, showing child-friendly movements that develop listening skills and the ability to follow simple directions. Toddlers, preschoolers and even babies enjoy "It's Hip Hop, Baby!"

"It's Hip Hop Baby" is a new concept in children's educational videos has arrived and hip parents everywhere will want in on this jam session. "It's Hip Hop, Baby!" is an innovative new preschool DVD that features traditional toddler songs spiced up with fresh beats and rhythms, encouraging children to explore music, language and sounds. Created especially for toddlers and preschoolers ages 2 to 6, the catchy music of "It's Hip Hop, Baby!" can be enjoyed by the whole family.

Dr. Lisa Thornton MD, pediatrician and host of "Health Corner" on Lifetime Television says, ""It's Hip Hop, Baby!" is 22 minutes of programming I would recommend for any child."

Through the "It's Hip Hop, Baby!" interactive website, <http://www.itshiphopbaby.com/>, parents across the country are giving this educational video an A+ rating. For example, Tracey Yearwood, mother of two from Chicago, says, "My daughter Zuri is in love with "It's Hip Hop, Baby" -- she dances around and sings the songs all day long."

Emmy Award-winning television producer and mom Candi Carter created "It's Hip Hop, Baby!" with both parents and children in mind. "I was looking for that new, cutting-edge toddler video that would appeal to my 3-year-old and to me, but it didn't exist," says Carter. "My son always loved it when I sang his favorite songs in the kitchen, tapping out rhythms and beats with spatulas and spoons, so that's how this started." After composing the music, Carter tested the concept on friends and family to rave reviews. She adds, "Now, with "It's Hip Hop, Baby!" there is something cool, exciting and educational for those hip parents in search of the next best thing!"

Visit the Web site: <http://www.itshiphopbaby.com/>

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