



Media Contact: Beth Hilton
bethhilton@thebcompany.com
mobile: 310-560-8390

For Immediate Release:

Bobby Susser Wins Two DR.TOY Awards: Adds 100 Best Children's Products of 2012 and Top 10 Audio/Visuals to Previous Dr. Toy Honors for His Music.

Dr. Toy honors Susser's new album WO! as one of the "100 Best Children's Products of 2012" and places it in the year's "Ten Best Audio/Video Tapes/CDs." Susser announces intention to commercially license his 12-album catalog.

New York, NY (September 9, 2012) -- "Let's not forget that 'play is children's work' and should be respected and understood by all adults," Dr. Toy often reminds parents and teachers. Yesterday, the children's toy expert announced the annual "Best" list, awarding Bobby Susser two honors for WO!, his entertaining children's music CD; this brings Susser's number of Dr. Toy Awards to 16 in total.

WO! was created to entertain and uplift children and those around them. The lively album – released earlier this year – is now one of Dr. Toy's 100 Best Children's Products of 2012, and, one of the year's Top 10 Audio/Visual Tapes/CDs. Susser says he is thrilled that WO! fits with Dr. Toy's mission to find products that provide wholesome experiences for children and provide plenty of positive play interactions.

"I've been creating children's music for 40 years, and I try very hard to write music that is appropriate for children," Susser says. "There is a lot of children's music out there today, and, while hip, it sometimes seems more geared toward parents than kids. So the fact that WO! has been deemed by Dr. Toy to be educational, fun and appropriate for children is truly an honor."

Susser's New Hope Records, Inc., joins a long list of top-notch Dr. Toy honorees including Alex, Colorforms, Discovery Toys, Fisher Price, K'nex, LEGO Systems,

Scholastic and V-Tech among many others. In the near future, it is top companies such as these with which Susser wants to partner to provide his music for toys and games. With songs for every occasion, Susser's 150+ song catalog is virtually untapped, a golden opportunity for product managers and music supervisors seeking high-quality, easy-to-clear, kid-friendly music.

While WO! combines playful melodies and rhythms unique to jazz, reggae, and folk/rock genres, his other albums celebrate themes like America, the seasons, togetherness, respect, animals, home and exercise. A native New Yorker, Susser is a songwriter, producer, and musician who started out his music career in the legendary Brill Building along with close friends Paul Simon and the late Ellie Greenwich. He brings a deep wealth of musical history to his projects without letting it overshadow the simplicity necessary to truly serve a child's well-being and development of self.

Regarding WO!, Educational Dealer Magazine writes, "In the past forty years, Bobby Susser has recorded some of the best children's albums, and his work gets better with each one. WO! is no exception. It is his 25th children's album, and his finest to date. WO! should be a favorite, and a sure classic, for children of all ages."

Susser's academic pursuits in Communications and Early Childhood Education resulted in an MA from Teachers College, Columbia University, laying the foundation for a successful link between education and music-making throughout his career; with over five million albums sold, it is clearly a combination that makes sense to educators and parents alike.

Links:

DR TOY: <http://www.drtoy.com/awardsfiles/hundredbest2012/PressRelease100B12.pdf>

Official Artist Website: <http://www.bobbysusser.com>

Official Facebook Page: <http://www.facebook.com/pages/Bobby-Susser/379225997345>

Amazon: <http://www.amazon.com/Bobby-Susser/e/B000APKFNC>

CD Baby: <http://www.cdbaby.com/Artist/BobbySusser>

iTunes: <http://itunes.apple.com/us/artist/bobby-susser/id167688733>

###