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BAY AREA RETAIL STORES PICK UP JUICE BOX HEROES CD

"No Sugar Added" now available in over a dozen stores in San Francisco and the East Bay

After a few short months of word-of-mouth marketing, positive write-ups in newspapers and websites and a television appearance on the local San Francisco ABC station, Juice Box Heroes announced that their debut children's music CD, *No Sugar Added*, will be available in over a dozen toy stores in the San Francisco Bay Area.

"We can't thank these toy store owners enough for believing in our unique brand of kids music," said Juice Box Hero Scott Coane, "we've been more than excited about how positively parents and kids have responded."

Started as a hobby to entertain their kids, Dads and brothers Craig and Scott Coane have taken the very best songs from the past and parodied them for young kids. The CD includes remakes of songs like Rick Springfield's "Jessie's Girl" (*"Puppy's Fur"*), J. Geils Band's "Centerfold" (*"One Year Old"*), and Lynard Skynard's "Sweet Home Alabama" (*"Sweet Dreamin' Pajamas"*). Their debut CD *No Sugar Added* has already been recognized as a winner of Dr. Toy's "Best Picks/New Products" Award and their unique creative music for kids is quickly spreading across the country.

Stores carrying *No Sugar Added* include The Ark Toy Stores (multiple locations), Jonathan Kaye (San Francisco) and Across the Way (in their hometown of Moraga), among others.

For more information and a full list of retail locations visit Craig and Scott at www.juiceboxheroes.com.