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JUICE BOX HEROES FEATURED AT TOY FAIR IN NEW YORK

Toy store owners from around the country can listen and take promo copy of debut CD

Juice Box Heroes announced that their debut CD, *No Sugar Added*, will be featured at the 2010 Toy Fair in New York. Toy Fair is the largest international toy trade show in the Western Hemisphere where the newest and hottest products in the children's entertainment marketplace are exhibited. It is the premier meeting place for manufacturers, retailers, importers, licensors and reps from around the world.

Dads and brothers from Northern California, Craig and Scott Coane have relied on word-of-mouth and positive write-ups in newspapers and websites to help boost recognition and sales. A recent agreement with national children's music distributor NewSound Music allowed Juice Box Heroes access to Toy Fair, where their CD will be featured at listening stations with available promotional copies of their CD.

"If you told us 6 months ago that our music would be at Toy Fair, we would have said you're crazy," commented Juice o Box Hero Scott Coane, "but clearly the response to our music has been very positive!"

Heralded as *song favorites for parents, fun new lyrics for kids*, Juice Box Heroes takes the very best songs from the past and parodies 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.

Visit Craig and Scott at www.juiceboxheroes.com.