

THE NOT-ITS!



Caution: Music to be listened to under the supervision of children!



Release Date: June 28, 2011



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PRAISE FOR THE NOT-ITS!

“ [The Not-Its!] have hit a sweet spot with a nice combination of an indie sound, great melodies, and enough rock to satisfy us aging 80s and 90s alt-rock kids. ”

Bill Childs
Parenting Magazine 

“ If you dig kiddie mosh pits, love the sound of Blondie or the B-52s and like tights and skinny ties, you are a parent who will approve of The Not-Its! ”

Theresa Goffredo
The Herald 

“ Rock concerts don't usually feature songs about bath time or odes to sharing toys, but Seattle-based kiddie band The Not-Its! pump some bass while singing about fun and quirky childhood experiences for their youthful, devoted groupies.

Extra perk: The band is as adult-savvy as it is kid-friendly. ”

Renee Schurtz
Seattle Magazine 

“ They have a really appealing '90s indie-pop sound, vaguely reminiscent of the Cardigans. ”

Martha Brockenbaugh
MSN Mom & Pop Culture 

“ Their debut CD makes me want to pull over to the side of the playground, open the hatchback and turn the volume up as high as it'll go to share their music with the masses of kids. Yes, it's that good. ”

Christina Refford
Cool Mom Picks



“ I wish most rock bands for adults sounded this good. ”

Kris Collingridge
ParentMap



BAND BIOS



Sarah Shannon

Lead singer, Sarah Shannon, first sang on stage at the age of eleven in a production of The Twelve Dancing Princesses. In high school she honed her jazz hands skills in show choir (a proto-Glee group called The Showstoppers). She went on to earn a degree from The University of Maryland where she studied opera. After college she sang with the 90's indie rock band Velocity Girl. Velocity Girl put three records out on Sub Pop Records and toured the country extensively. Since then she has released two solo albums. Sarah's focus nowadays is her family, husband Pat, daughters Norah (five) and Josie (three), and her love for making exceptional music for kids with The Not-Its!.



Danny Adamson

Rhythm guitarist and singer Danny Adamson bought his first guitar in the 8th grade. He sat around learning The Cure and The Smiths songs until he met some fellas in 11th grade and formed a band. Danny was designated the singer because everyone else was too scared to do it. Much of the 1990s were spent touring the country and playing in Seattle-area punk bands. After about 10 years of doing social work with homeless teenagers, Danny met his wife, the superhero Wonderbecca. Their two kids, Henry and Elliott, are the inspiration for many of The Not-Its! songs. And, FYI, Danny eats too much candy.



Nori Hoefft

Bass player and backup singer, Nori Hoefft, studied music at Cornish College of the Arts and earned a degree in ethnomusicology from the University of Washington. When she's not rocking out, Nori writes grants for nonprofit organizations and does fund development for Washington Women In Need. She also enjoys yoga, science fiction, and chocolate, sometimes simultaneously.



Tom Baisden

Lead guitarist Tom Baisden is an elementary school teacher for special needs children who was recently honored by Seattle Public Schools as the city's 2010 "Special Education Outstanding Educator of the Year." Father of two (ages 4 and 7) and a member of Seattle-based rock band, Mostly Dimes, Tom earned his stripes early on in Richmond, Virginia's orange-jump-suit-wearing punk band of note, Action Patrol. Tom likes to color and drink milk.



Mike Bayer

Drummer Mike Bayer is an unsung leader in Seattle's flourishing artistic community, devoting much of his time to the creation and management of a brand-new artist space in Seattle's SODO district; he also teaches drum lessons to youth and plays music with indie-country-rock band, Joseph Giant. Mike likes cooking for friends and family, gardening, and playing with his dogs Wylie and Pixel. You can often catch him eating ice cream before AND after dinner!



AMERICA'S MOST ROCKIN' KINDIE BAND THE NOT-ITS! SHOW KIDS AND PARENTS EVERYWHERE HOW TO ROCK

NEW CD 'TAG, YOU'RE IT!' RELEASE DATE, JUNE 28, 2011

Seattle, WA – Those 10 and under, listen up! Award-winning independent children's recording artists The Not-Its! are on the scene with their highly anticipated third studio CD, *Tag, You're It!*. (Little Loopy Records, SRP: \$14.00, run time 31:36, Release Date: June 28, 2011. Distributed by Burnside Distribution Corporation.)

For over two years now, kids and parents alike are flying to their feet in a rock n' roll frenzy in response to the power-pop sounds and four-part harmonies of Seattle-based recording artists, The Not-Its!. With their third record, *Tag, You're It!*, the band wastes no time in giving fans more of the deliciously catchy tunes that make kids move and parents groove.

The lovely lead vocals of Sarah Shannon are strong and true, and have for years been an indie favorite. In the 90s, Shannon fronted the successful Sub-Pop indie band, *Velocity Girl*; with The Not-Its!, the indie-pop-rock musical sensibilities carry over, and kid-friendly lyrics round out these carefully crafted jams. *Tag, You're It!* is lush with musical variety, packed solid with high-energy tempos and lyrics that speak to the kid mentality. The first track, "Freeze Tag" sets the pace and proves The Not-Its! are here to rock with crunchy guitars, thundering drums, and whip-smart lyrics encouraging kids to drop the video games, get outside, and "run around, run, run around...make like a pop-pop-pop popsicle frozen!"

Tag, You're It! continuously blasts infectious melodies and presents positive messages for kids as well as fun-listening tunes for all ages. "Mathematics," sung by both rhythm guitarist Danny Adamson and Shannon, is reminiscent of a Weezer hit with lyrics that bring the listener into the mind of a child: "I like so many things at school, my brain quadruples in size with mathematic fuel." "Keep On Tryin'" offers The Not-Its!' signature rock styling and resolutely empowers kids, encouraging them to not give up when things get tough. The CD gets playful with tracks like "Puppy Dog" and "TV's Watching Me." "Carry Me" and "Butterfly" are the two slow-tempo tracks on the record, showing

off this band's incredible versatility and its soft, loving side. *Tag, You're It!* showcases remarkable musicianship alongside the kind of smart, insightful lyrics that only parents could write and that only The Not-Its! could pull off with such contagious playfulness and enthusiasm.

"We are so excited to have completed our third record, *Tag You're It!*," Shannon commented on behalf of The Not-Its!. "We feel that to have made three records is an accomplishment in and of itself, given our busy lives and the eight kids between the band members. We have come such a long way in our song writing and cohesiveness as a band, and we are practically giddy to share the product with everyone! The process of making this record started as usual with us writing songs individually in the midst of the chaos of raising our families. Writing songs with kids around is difficult! On one hand there is so much noise and distraction, but on the other hand it is a blessing for us to have them not only because we love them, but because we have a built in focus group whenever we want to test anything new. And, it never fails—our kids are an endless source of subject material!"

In 2009, The Not-Its! electrified the kindie music scene with the release of their first record, *We Are The Not-Its!*. The band received a Fids & Kamily Music Award for one of the best family music albums of 2009—a rare honor for a brand new music group. Kids' music authority Stefan Shepherd of Zoogobble enthused of the title track, "'We Are The Not-Its!' is one of the two or three best theme songs ever ... this album rocks." According to Jeff Bogle of *Out With The Kids*, "The disc's a treat, one that your kids should be allowed to gobble up as often as they wish." The Australian website, *Babyology*, wrote, "It's rare that I really enjoy every track on an album ... the whole album is thoroughly enjoyable. Every note of this album works beautifully." Amy Kraft of *Media Macaroni* explained, "I love it when we find albums that [my daughter] and I both like to listen to. They've got a great rockin' sound, and the songs are immediately accessible to kids."

In Summer 2010, The Not-Its! released their second album, *Time Out To Rock*, and the media and public response was incredible. *Time Out New York KIDS* called *Time Out To Rock*, "the indie music equivalent to a summer movie blockbuster," and Christina Refford of *Cool Mom Picks* claimed "songs like 'Green Light, Go!' are so cool, I'd play them louder if I wasn't worried about things like my kids' eardrums." *Milwaukee Journal-Sentinel* said, "This is an album that you crank up and dance around the room to with your kids. *Time Out To Rock* is 100% pure unadulterated fun. This album is chock full of great riffs, great song writing, and an all around great time." The *Everett Herald* expressed to readers that, "If you dig kiddie mosh pits, love the sound of Blondie or the B-52s and like tight pants and skinny ties, you are a parent who will approve of The Not-Its!"

This spring the band was honored with an invitation to perform in the 2011 Kindiefest industry showcase—the country's only indie music conference—in Brooklyn, NY. Additionally, the band was awarded the opportunity to bring their pink tutus and skinny ties, sparkly shoes, and high-energy stage performances to the Kansas City Jiggle Jam Festival—the Midwest's largest family music festival—where they shared the stage with national acts including Justin Roberts and The Verve Pipe. The Not-Its! are founding members of Kindiependent, a music collective of like-minded people who are passionate about cultivating a vibrant kids and family music scene in the Pacific Northwest. Through creative collaborations and community events, Kindiependent's mission is to develop a network of family-friendly artists and organizations that supports cultural innovation.

About the Band Members Now a mother of two young girls (3 and 5), Sarah Shannon has recorded two solo albums (www.sarahshannon.com) since her tenure with *Velocity Girl*. A fortuitous run-in with an old friend, rhythm guitarist Danny Adamson, in 2008 unearthed the desire for the two of them to gather together their indie-musician-friends-gone-parents in an effort to continue making music in a way that included their families. Adamson spent much of the 90s touring the country in Seattle-area punk bands before becoming the father of two boys (now ages 6 and 8). Bassist/backup singer Norea Hoefft is a volunteer for Rain City Rock Camp for Girls, as well as a grant writer (www.bukotree.com) for non-profit organizations and a mother of two (8 months and 7 years). Lead guitarist Tom Baisden is an elementary school teacher for special needs children who was honored by Seattle Public Schools as the city's 2010 "Special Education Outstanding Educator of the Year." He is the father of two (ages 4 and 7) and a member of Seattle-based rock band, *Mostly Dimes*. Drummer Mike Bayer is an unsung leader in Seattle's flourishing artistic community, devoting his time to the creation and management of a brand-new artist space in Seattle's SODO district; he also teaches drum lessons to youth and plays music with indie-country-rock band, *Joseph Giant*.

Tag, You're It! will be available online at www.wearethenot-its.com, iTunes, amazon.com, cdbaby.com, and through Burnside Distribution Corporation.

Check out **The Not-Its!** website at www.wearethenot-its.com

CD Details: **Tag, You're It!**

For ages 3 - 10
Release date: June 28, 2011
SRP: \$14.00
Run time: 31:36

Song List:

- | | |
|------------------------|--------------------------|
| 1. Freeze Tag | 8. Great To Be A Kid |
| 2. Vacation | 9. Hot Sand |
| 3. Mathematics | 10. Puppy Dog |
| 4. I've Got A Goat | 11. Butterfly |
| 5. TV's Watching Me | 12. Gotta Keep On Tryin' |
| 6. I Love Food | 13. Carry Me |
| 7. Hank Is A Rock Star | |

PR: For more information about The Not-Its! or to schedule an interview, please contact Michelle Sanders of Michelle Sanders Communications at (206) 595-1151 or michelle@michellesanderspr.com.

SONG NOTES

NEW CD 'TAG, YOU'RE IT!' RELEASE DATE, JUNE 28, 2011

Freeze Tag

This no-holds-barred, fast-paced track proves once again that The Not-Its! are here for two reasons, 1) to rock you and 2) to rock you some more. The song leaps out of the gate with a huge, satisfying crescendo (sort of like that 'Freak Out' song by Chic only longer and more explosive), then demands action ("run around, run run around"), and culminates in complete 70s rock-n-roll surrender ("Make like a pop-pop-pop popsicle, frozen.") Thumping bass, driving drums, and swaggering, distorted guitars—need we say more?

Vacation

Load the family up for a rockin' road trip across the United States, Not-Its! style. We'll see everything from the Grand Canyon to the Statue of Liberty all while attempting to find the alphabet on license plates! This poppy, mid-tempo, danceable song, combines distorted guitars with Vampire Weekend-esque clean guitar tones while mixing in some booming drum breakdowns. Catchy sing-alongs of "jump up let's go!" will have you pumping your fists out the car window!

Mathematics

Difficult to choose your favorite subject in school? This driving, punchy, upbeat tune with male and female duet lead vocals will make your "brain quadruple in size with mathematic fuel." Tight pauses and loud guitars lead the way for the Buddy Holly-like chorus and its hook that could land a whale.

I've Got A Goat

This is an adorable mid-tempo jig that is this generation's answer to "Old McDonald Had A Farm." Sweet female vocals list off a whimsical menagerie consisting of a goat, a pig, a newt, and an ant all doing silly things. Snappy drums, subtly nested guitar hooks, and dulcet harmonies make it impossible not to tap your toes.

TV's Watching Me

Hey, parents! Too much screen time for the kiddos? This playful (not preachy!) gem shows kids how to avoid that flash in time when all the TV programs blur together. Up-tempo with an opening riff that is loosely reminiscent of the 80's song 'Owner Of A Lonely Heart' by Yes, this jam will leave its energetic cowbell ringing in your head all day. Behold the mesmerizing synthesizer and bass lines that take you back to the days of New Order.

I Love Food

Told from the perspective of a foodie kid who demands both quality and variety, "I Love Food" sends a timely message about how eating healthy is just plain awesome. Instrumentally, this track offers up one of the tastiest musical pairings on The Not-Its!' rock-n-roll menu: snarling—dare we say gritty—guitars pounding out an old-school Chicago-style deep-dish rhythm-n-blues (without the vocals, this song could easily be mistaken for ACDC). Plated underneath sweet, rich, vocal stylings that would make Chrissie Hyne's mouth water, 'I Love Food' is primed to be the anthem of the Jamie Oliver generation.

Hank Is A Rock Star

This is a mid to fast tempo rocker with full-bodied electric guitars and hand claps reminiscent of The Cars. The drums and bass keep a strong, steady beat and the sing-a-long chorus takes it up to rock anthem heights. This song is about a real-life, little boy who lives for rock-and-roll, and Hank himself can be heard on the track.

Tag, You're It! was produced, recorded, mixed, and mastered by Martin Feveyear at Jupiter Studios, Seattle, WA.



Great To Be a Kid

With this song, The Not-Its! remind us that—when you are a kid—there is no such thing as bad weather. Every verse paints a bright, dense picture of that particular childhood joy: aimless, un-adult-erated play outside. The unlikely backdrop of a 90s emo-core sound (quick, fast, melodic, repetitive guitars that alternate between anthemic ring-outs and crunchy palm-muting) turns what would otherwise sound like a hippie-nature-fest into something authentic and heartfelt.

Hot Sand

When you feel like you're melting away, or just need some water—cool down with Hot Sand. A mellow, mid-tempo song with sweet harmonies and clean guitars, written with those guilty-pleasure, AM gold songs from OUR childhood in mind (in a very good way!). Chorus rocks a nice swing and an ending with a ring out that would make Johnny Marr from The Smiths proud.

Puppy Dog

In this tune, lyrics are directly taken from merciless acts by canines near and dear to the band—chewed the eyeballs off of stuffed animals, ate \$30, inhaled a giant tub of Crisco, swiped meals, and scared away potential play dates. All because they love us, right? Quirky little song that goes from a Blondie 'Heart Of Glass' beat to a full fledged, rock-a-thon with screaming vocals and distorted harmonic guitars. This tune even rocks a sound bite of a dog saying "I Want One!"

Butterfly

This is a sweet lullaby in the tradition of an 80's power ballad (minus the hair). An electric guitar strums softly at the start, followed by a soothing female lead vocal, then the drums and melodic electric lead guitar come in to kick it up a notch. The heartwarming chorus is punctuated by the clear ringing tones of a glockenspiel. The bridge breaks wide open with a gorgeously epic three-part harmony. This song reminds parents to take time to enjoy those quiet moments with their kids at bedtime and it encourages those kids to dream big; "Where will you're dreams take you today?"

Gotta Keep On Tryin'

This is a super positive mid to fast tempo punk/pop anthem. If Green Day or Cheap Trick wrote a song about "The Little Engine That Could" this is what it would sound like. The drums kick it off with a punk rock rat-a-tat-tat, then lay into a solid driving beat with the bass, distorted (but melodic) guitars and strong female lead vocals making this a posi-core gem. This song reminds kids that anything worth doing takes time to master but instead of saying "I think I can" like the Little Engine, The Not-Its! encourage kids to "Keep on, Keep On, Never Give Up" in a rousing sing-a-long style.

Carry Me

Like the adorable, cuddly love child of the Magnetic Fields and Cat Stevens, this is a sweetly sung, homey little duet between a beleaguered, verbally resourceful youngster who wants only to be carried and her reluctant, equally weary dad. Delightful finger-picking guitar and a laid-back, shuffled drumbeat round out this amusing, surprising track. The Not-Its! are parents, after all.