

ASTRA WELCOMES WIGGLES N' TUNES AS A NEW MEMBER

Established in 1993, Wiggles N' Tunes is a New Jersey-based company specializing in the production of quality children's music entertainment products. The company's line combines music and motion, and is currently celebrating over a decade of award-winning success. The Wiggles N' Tunes music program is endorsed by IALEI, the International Association for the Leisure & Entertainment and was chosen by Discovery Zone, Int'l as "The hands-down parent-pleasing favorite."

"Our music is fun and educational. We like to say it's 'Edutainment,'" says children's performer and founder of Wiggles N' Tunes, Carolyn Zorn, known affectionately as Miss Wiggles! "Children were born to sing, and they love to create sounds. From an infant cooing and gurgling to a toddler tapping on a pot with a spoon, music is evident in creative expression from the earliest ages, and research has shown that musical ability disappears if it is not encouraged as early as possible." She adds that recognizing the importance of exposure to music for children in the preschool years,



all of the recordings celebrate multicultural folksongs and finger plays. The company's newest *Playin' Collection* CD includes a 20-page interactive lyric and activity songbook that can be personalized with a child's name, a great added-value for specialty toy store customers.

Zorn is very active in the children's edutainment field and is a frequent performer, speaker and presenter at workshops and tradeshow nationwide. She is proud to serve on the Children's Entertainment Council, and is a recent winner of The 2004 Children's Music Web Awards and the 2004 Seal of Excellence Award from *Creative Child Magazine*.