

Contact: Morissa Schwartz
Morissa Schwartz Public Relations
732-306-5995

FOR IMMEDIATE RELEASE
February 5, 2019

DITTYDOODLE WORKS AWARD-WINNING PRESCHOOL MUSIC VIDEOS HOPE TO BRING “THE LESSONS IN THE LYRICS” TO WASHINGTON AND THE WORLD

Music-driven Children’s Video Channel Debuts a 5 Song Playlist
That Can Teach Us All Some Very Valuable Life Lessons

Amityville, NY

Smile Works TV, the new YouTube channel that features award-winning music from the preschool series “Dittydoodle Works”, has compiled an inspired playlist called “5 Children’s Songs That Can Change Washington and the World” to provide teachable moments for everyone from parents to government leaders. Songs like “It’s Not What You Say It’s How You Say It,” “Fess Up When You Mess Up,” and “Compliments” serve as excellent reminders for adults to be better role models for our youth.

Sheira Brayer, the lead songwriter and inspiration for the “Sheira and Loli’s Dittydoodle Works” series, has been writing songs as far back as she can remember. She realized at an early age that music has the power to change moods, open hearts and minds, and inspire real change. A child of a Holocaust survivor, Sheira has spent her entire career spreading her messages of joy, love, and understanding to honor her father as well as the relatives she never got to meet.

“Regardless of what side of the aisle you’re on, we sincerely hope that adults from Washington and around the world will listen closely to “the Lessons in our Lyrics” as they can help remind us of our responsibility to lead by example and model the behavior we want from our children,” said Sheira.

“5 Children’s Songs That Can Change Washington and the World” YouTube playlist at:
<https://www.youtube.com/playlist?list=PLieFJGdMnEZ9ui58zVUN05VbyaoLz-E9f>

ABOUT SMILE WORKS TV

Smile Works TV is the latest entry into the digital television market. Created by Smile Works Studios, LLC, with the preschool market as their target audience, Smile Works TV has launched on YouTube with its first acquisition, a series of short-form music videos culled from full episodes of the multiple award-winning, live action series, Dittydoodle Works. The channel’s “Where Smart Gets Its Start” ideology lets parents and educators know that Smile Works is a teaching tool as much as it is an entertainment vehicle. Kids will fall in love with the vibrant colors, have fun with the adorable characters, and sing and dance to catchy tunes, all while learning valuable life lessons.

ABOUT DITTYDOODLE WORKS

The Dittydoodle Works series originally aired nationally on Public Television between 2005-2010 and had 40 music-packed episodes in rotation. Most of the show's songs were written by multiple-award winning songwriter Sheira Brayer, and produced by Broadway musical director Joseph Baker. The legendary Marvin Hamlisch also served as music supervisor, and R&B icon Chaka Khan never disappointed in her recurring role of Mother Nature. Based on a "Lessons in the Lyrics" philosophy, Dittydoodle Works' teaches critical life lessons through music. Songs like: "That's How We Share," "It's Not What You Say, It's How You Say It," "Live, Laugh and Love" will soon be fan favorites for a new generation of preschoolers. These life-enriching tunes already helped Dittydoodle Works receive top-ratings, critical acclaim and numerous awards, including NY Emmy and Humanitas Prize nominations, iParenting Media Awards, four Telly Awards, a NY State Broadcasters Award, NAPPA Awards, and the series was approved by Kids First! - Coalition For Quality Children's Media. Dittydoodle Works' education director was author, researcher and Sesame Street veteran, Dr. Shalom (Sholly) Fisch.