

JUSTIN ROBERTS

"Pure Fun"

Entertainment Weekly

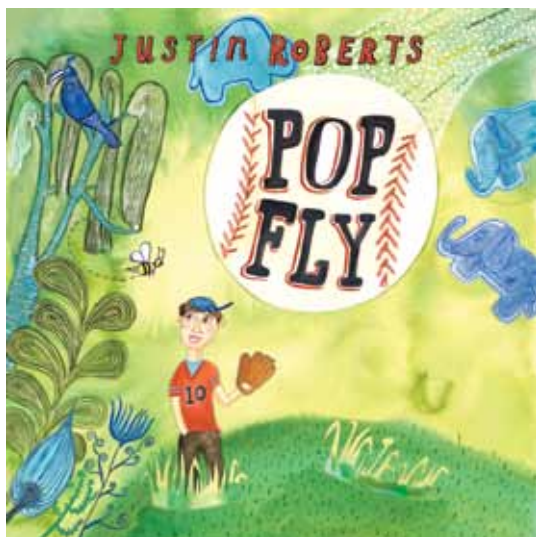
"Some of the most inspired and intelligent kids lyrics ever."

Amazon.com

Like a scene from *Groundhog Day*, the event repeats itself over and over. Bass and drums pound out the beat in perfect unison. Bodies spring to their feet and rush the stage: jumping, dancing and bouncing off each other like bumper cars. The concertgoers behave like children. Which is no surprise because they are children, participating in the kiddie mosh pit found at nearly every Justin Roberts concert.

Justin Roberts is truly one of the all-stars of the indie family music scene. He logs thousands of miles on the road each year, leading some to call him the hardest working man in children's show business. With national awards and recognition and a devoted fan base, Justin and his wonderfully named bandmates "The Not Ready for Naptime Players" dish out unexpectedly intelligent and whimsically rocking music for kids and their parents.

Justin's latest CD, *Pop Fly*, is filled with eleven high-energy pop hits spanning topics from a dandelion watching ballplayer to a girl's unusual hairstyle in which funky characters of all shapes and sizes take up residence. There are images of permission slips, first days, and grandmother's home cooking. Gently plucked piano strings, vintage synthesizers, tender trombones, pounding drums, and giant electric guitars emerge on this journey through the pop flies and pratfalls of childhood. It's yet another Justin Roberts home run filled with witty lyrics, sing-along choruses and touching insights. It continues a hot streak that started in the early 90s.



- ★ **Parents' Choice Gold award** ★ **Amazon top 10**
- ★ **#1 CD of 2008 Fids and Kamily Poll**
- ★ **NPR Best of 2008**



WHAT THE CRITICS ARE SAYING ABOUT JUSTIN ROBERTS:

"As a kids' performer, Roberts is in a league of his own."

- Chicago Tribune

"On your feet fun and laugh-out-loud funny." *- People Magazine*

"Another genre-swirling grand slam." *- Cookie Magazine*

★ AWARDS, ACCOLADES AND HIGH FIVES ★

Parents' Choice Gold awards

Pop Fly 2008 Gold Award • *Meltdown!* 2006 Gold Award • *Way Out* 2004 Gold Award
• *Not Naptime* 2003 Gold Award • *Yellow Bus* 2001 Gold Award

Top 10 Children's CDs of the Year Amazon.com

Pop Fly • *Meltdown!* • *Way Out* • *Yellow Bus*

#1 Children's CD of 2008 & 2006 Fids and Kamily Poll
Pop Fly • *Meltdown!*

25 Best Children's CDs of the Past 25 Years Parents Choice
Not Naptime



Look for Justin Roberts *Pop Fly* tour coming to a city near you. For details on his 2008 national tour schedule, check out www.justinrobertsmusic.com

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Roberts began his music career in the Minneapolis-based indie-rock band Pimentos for Gus. The band inspired a devoted and passionate following. Unfortunately, that following was a bit small. As a result, Roberts decided to moonlight (during the day) as a Montessori preschool teacher.

It wasn't long before Justin began writing and singing songs for a new generation of fans: his students. The kids immediately responded and inspired Justin to record some of his new songs. That Christmas, Justin sent copies of his new kids' songs to his close friends as holiday gifts.

One of the gift recipients was Liam Davis, a college pal and music producer, who suggested that they record the songs professionally. In 1998, Justin released his first CD, *Great Big Sun*, and the critics took note. *Sesame Street Parents Magazine* named the collection its "Best Music Gift of the Year." The only one who remained unimpressed was Oscar the Grouch.

Justin's music was soon being compared to everyone from Elvis Costello and Fountains of Wayne to Paul Simon and Nick Lowe. Whatever influences fans picked up in the music, it was clear that unlike many other performers, Justin had figured out a way to truly appeal to both kids and adults.

By 2001, Justin had hit the road full time, doing what he loves most: playing music for appreciative crowds. Kiddie mosh pits broke out, word spread and shows started selling out. He has played at such renowned venues and festivals as NYC's *Symphony Space*, DC's *National Geographic Live*, LA's *Getty Museum*, Seattle's *Moore Theater*, *Lollapalooza* and Chicago's *Ravinia*.

Over the years, Justin has put out an impressive string of award winning, critically acclaimed CDs. He has performed in front of millions of people on *The Today Show* and his song "Get Me Some Glasses" was featured on the World Series broadcast during a feature about ballplayers who wear glasses. He's garnered kudos and raves from national media including *The New York Times*, *Newsweek*, *People Magazine*, *Entertainment Weekly*, and *The Chicago Tribune*.

With *Pop Fly*, Justin has clearly found his groove and is swinging for the fences. To paraphrase an old *Saturday Night Live* baseball skit, kids' music has been berry berry good to Justin Roberts.