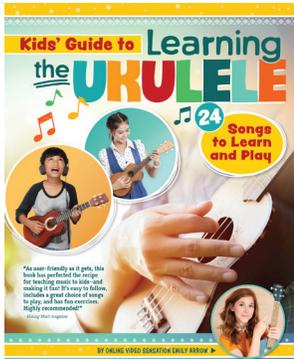




FOR IMMEDIATE RELEASE

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UKULELE YOUTUBE SENSATION EMILY ARROW TO PERFORM AT TOY FAIR



EMILY ARROW, an award-winning children's songwriter, official Kala Brand Music Co. artist, and popular YouTube star, has partnered with Fox Chapel Publishing to release a kid-friendly ukulele guide in January 2020 called *Kids Guide to Learning the Ukulele: 24 Songs to Learn and Play for Kids*. In this highly-anticipated book, children will learn the fundamentals of the ukulele and practice 24 songs, games, and activities with Emily's expert guidance.

With over ten years of experience working with children, teachers, and librarians in music education, Arrow's fame skyrocketed in recent years due to her partnership with Kala Brand Music Co. as well as her YouTube channel where she frequently posts adorable "KidLit Tunes." KidLit Tunes are book-inspired songs that help to cultivate a passion and appreciation for both books and music.

"I created this new genre of music so that readers of all ages can sing along to their favorite stories," she explains.

Arrow's highly-visited videos—many drawing in over 600,000 viewers—also feature live performances and cheerful and colorful ukulele tutorials, which is a key component to her brand. Her optimistic, friendly, and passionate flavor make her the ultimate ukulele guide for young children.

"The ukulele is an amazing instrument to teach children," says Arrow. "Ukuleles are easy to learn, comfortable to hold, and provide an entry into the world of music. I try to make my own mark by helping children feel happy and confident when they are learning.

Emily Arrow will perform and promote *Kids Guide to Learning the Ukulele* at the New York Toy Fair in February 2020. A book signing will follow her performance.

Books will also be donated to Kids in a New Groove, a non-profit based in Austin, TX that provides free music lessons to children in the adoption and foster care system.

Check out the book trailer at [Bit.ly/EmilyArrowBook](https://bit.ly/EmilyArrowBook)

TOY FAIR PERFORMANCE AND BOOK SIGNING

Emily Arrow will lead the crowd in song to demonstrate her ukulele methods and show how she teaches children of all ages to play. A book signing will follow.

SATURDAY, FEBRUARY 22

**11 am to 12 pm
2 to 3 pm**

SUNDAY, FEBRUARY 23

2 to 3 pm

**LIMITED BOOKS AVAILABLE
ARRIVE EARLY**