

History of Classical Kids

It all started with a \$450 demo tape. That tape led series producer/creator Susan Hammond to make the first Classical Kids recording, *Mr. Bach Comes to Call*, in 1988. Twenty years later, Classical Kids has grown to include best-selling and award-winning CDs, DVDs, educational resources, books and touring symphony productions.

Hard to believe that such a successful series started out from Susan Hammond's dining room table. "One day I was reading to my girls with the some music on in the background," says Hammond. "I was struck by how they responded to the literature in a different way when enhanced by music. I thought 'I can do this!'" Her work paid off when, after an appearance on CBD radio, more than 4,000 listeners called the station, as well as Hammond's home, to order *Mr. Bach Comes to Call*.

Since that time, Classical Kids has created new generations of classical music fans through its unique blend of dramatic stories based on historical fact and music from the world's best-loved composers. The series has achieved some impressive milestones:

- More than 3 million units sold, including 5 Gold and 3 Platinum Records (Canada).
- Ten Classical Kids CDs, including *Beethoven Lives Upstairs*, *Mozart's Magnificent Voyage*, and *Tchaikovsky Discovers America*. These CDs have earned 6 Juno Awards, several Parents' Choice Awards and over 75 more awards and honors.
- Two Classical Kids films on DVD: the Emmy Award-winning *Beethoven Lives Upstairs* and *Mr. Bach Come to Call*, which just this year earned 2 Emmy Awards nominations.
- The *Classical Kids Teaching Edition*, a 4-disc music-based comprehensive educational resource including 9 CDs, 2 DVDs, and 3 exclusive bonus discs featuring digital Teacher's Notes, CD scripts, and slideshows. Individual Teacher's Notes are also available for each of the Classical Kids CDs.
- Five live symphony concert productions touring Canada and the US with professional symphony orchestras: over 450 performances to more than 2 million children, parents, grandparents, and teachers.

- Classical Kids CDs are available in over 50 countries including the UK, Ireland, Australia, Spain and Hong Kong. Two CDs - *Beethoven Lives Upstairs* and *Vivaldi's Ring of Mystery* - are available in French language adaptations.
- Four beautifully-illustrated books based on the CDs - two are available in Spanish.
- Six instrumental-only Best of Classical Kids CDs.

The Classical Kids series is marketed by The Children's Group, the leading presenter of storytelling and classical music for children. The CDs, DVDs, and Teacher's Resources are distributed in the United States and Canada by KOCH Entertainment Distribution.