

May 5, 2010
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For immediate release

‘Cupcakeasaurus!’ brings smart, imaginative rock ‘n roll to ‘tweens

Popular local musician, Mr. Seley, releases second album May 23

ROYAL OAK, Michigan.—Kids of all ages are invited to attend the CD release concert for Mr. Seley’s second album, “Cupcakeasaurus,” from 2–3 p.m. Sunday, May 23, at the Baldwin Public Library in Birmingham, Michigan.

The album, which features songs such as, *Pluto is a Planet*, *Stone Age Kid* and the title track, *Cupcakeasaurus!*, builds on Mr. Seley’s past success with *Eat Your Books (And Read Your Vegetables)* offering kids in the ‘tween years (8-12 years old) a rare mix of age-appropriate lyrics and rock that plays to their sensibilities.

“I wanted this album to be even more rock n’ roll,” says Tom (Mr.) Seley, who also teaches third- and fourth-graders at Birmingham Covington School. “More rock ‘n roll provides more opportunity for audience participation, including parents, and a way for my band, The Troublemakers, to show how fun it is to play music.”

On the surface, the songs are fun, catchy and dance-able. But Seley says he tries to write music that will grow with kids and provides an opportunity for them to use their imagination.

“I always try to respect their intelligence and level of humor. I also try to foster creativity through my songs,” he says. “Kids love to sing along and imagine themselves in the roll of the narrator, which is why I wrote *Stone Age Kid*. I thought it would be fun for kids to sing that song and imagine that they are a *Stone Age Kid*, suddenly transported into modern times.”

During the free concert, Mr. Seley and The Troublemakers will play his popular songs while kids and their families sing along.

Seley says he decided to write music specifically for ‘tweens when he realized little quality music existed specifically for 8-to-12-year-olds. While younger kids enjoy Raffi, Barney and Sesame Street, once they reach age 7 or 8, they consider this music “baby-ish,” according to Seley.

“Popular music on the radio—with its boyfriend/girlfriend themes—is not yet developmentally appropriate for these kids,” he says. “Third and fourth-graders deserve great music too, so I set out to write songs for this age group.”

Seley, a longtime guitarist and singer/songwriter, has led a sing-along with the kids at Birmingham Covington School each week after school for the past five years. Staff members, administration and students at Birmingham Covington School encouraged him along the way.

Seley aspires to share his music with as wide an audience as possible and continue teaching his third- and fourth-grade multi-age classroom in Birmingham.

(more)

The album will be available on CD at the concert, on his website, www.MrSeley.com, on www.CDbaby.com, on iTunes and at Solo Records, 30118 Woodward Ave., beginning May 23.

The concert will take place at the Baldwin Public Library, 300 West Merrill St. Birmingham, MI

To learn more about Mr. Seley, listen to his music, and for his upcoming summer concert tour to locations such as the DIA, the Detroit Zoo and more, visit www.MrSeley.com.

To learn more about Birmingham Covington School, visit www.bsconline.info.

Fan Mr. Seley on Facebook: <http://tinyurl.com/mrseley>

The logo for Mr. Seley is written in a dark red, cursive script. The text "Mr. Seley" is positioned above a thick, dark red, curved underline that starts under the 'M' and ends under the 'y'.