

# MEDIA RELEASE

November 10, 2016

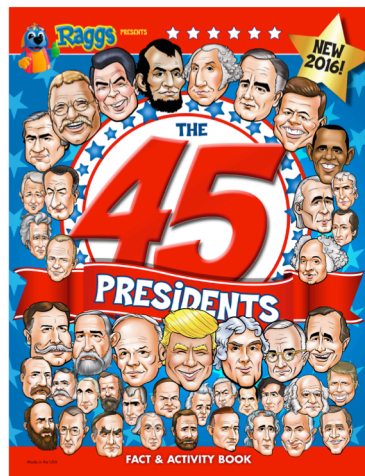
For immediate release.

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Hyperlinks:

[The45Presidents.com](http://The45Presidents.com)  
[The 45 Presidents Video](#)  
[Raggs.com](http://Raggs.com)



## “The 45 Presidents” NEW Song, Music Video and Activity Book Debuted Instantly after the Election!

Raggs, the musical kids TV brand, is first to market with new multi-media project including President-elect Donald J. Trump!

CHARLOTTE, NORTH CAROLINA, November 10, 2016 – Simultaneously, as the 2016 elections were confirmed, a new “The 45 Presidents” song, music video and 84-page activity book released online via iTunes, YouTube and Lulu.com, respectively, by Blue Socks Media, the parent company of the *Raggs* children’s TV series.

The multi-media trifecta shares details about each of the 45 presidents, including our newest President-elect, Donald J. Trump, using catchy lyrics, engaging video and cleverly illustrated caricatures. Multiple versions, including one for Hillary Rodham Clinton, the Democratic nominee were created in advance preparation for the election!

“We thought it was important, especially considering the contentious campaign, to harness the power of the Internet to provide an immediate, fun and easy-to-learn historical picture of where we’ve been and who will be leading us forward,” Toni Steedman, president of Blue Socks Media said regarding the reasoning behind the project. “Students, teachers, parents and caregivers could download the song and activity book or watch the video on the first day after the election!” she added.

The project started with the lyrics to “The 45 Presidents” song, written by Becky Kent Story, who penned most of the *Raggs* TV series original music library, and Alexandra Anderson, a producer at Blue Socks Media. Each president is identified, many with interesting facts woven into the 20 verses.

Musician and lead vocalist for the Spongetones, Jamie Hoover, adapted the lyrics to a contemporary version of “Yankee Doodle.” Clever rap lines for Abraham Lincoln, Teddy Roosevelt and Ronald Reagan add color and interest to the nearly three-minute song which will be available on iTunes within 24-48 hours.

GreyHawk Films wrangled the Raggs character, 30 children with accompanying parents, one Labrador Retriever, one Uncle Sam and a big yellow school bus for a one day video shoot in early October. “The 45 Presidents” music video is live on RaggsTV’s YouTube channel, where Raggs has nearly 35 million views, and will appear on other social media sites in the coming days.

With the lyrics, caricatures and video completed, the activity book came to life, attracting the attention of LuLu.com, one of the largest online publishers in the U.S. “Online publishing gives us the unique opportunity to respond to new trends and new ideas in a way that traditional paper publishing cannot,” Kathy Hensgen, Senior VP, Global Operations, at Lulu.com. “For this reason, we immediately thought that Toni Steedman and her team had a brilliant idea!”

*The 45 President’s* activity book is large format book with a high quality laminated cover. It features the same colorful caricatures by illustrator Jeff Mangum, that were used in the music video, and is offered exclusively at Lulu.com for \$8.99 plus shipping and handling through November 15. After that date, Lulu.com will also distribute *The 45 Presidents* to Amazon.com, Barnes and Noble.com, Ingram.com and other retail and wholesale outlets.

For more information, go to [The45Presidents.com](http://The45Presidents.com) or [Raggs.com](http://Raggs.com).

## **About Raggs**

*Raggs* is an Emmy Award-winning, musical preschool series about five colorful pups who learn life lessons through an innovative mix of live action stories, music videos, concerts, cartoons and interviews with real kids. With over 200 episodes, 300 original songs and animated new media music videos, *Raggs* is available worldwide in English, Spanish and Portuguese and has begun dubbing in 15 additional languages for distribution in 100 countries in 2017. The Raggs brand includes CDs, DVDs, toys, books and live shows, including a partnership called “Play at Palladium with Raggs” with the Palladium Hotel Group at resorts in Mexico, the Caribbean and Brazil. The original characters were created by Toni Steedman, a Charlotte, NC, advertising executive, for her then six-year-old daughter Alison. *Raggs* and all rights are owned by Blue Socks Media LLC, Charlotte, NC. For more info, go to [www.raggs.com](http://www.raggs.com).

## **About Lulu.com**

Since 2002, Lulu has powered the knowledge-sharing economy by enabling authors in more than 225 countries and territories to publish over two million books. Lulu’s industry-leading tools and global network of printers help authors tell their stories, publish them in printed or eBook format, and sell them in online bookstores around the world. At Lulu, authors are always in control, owning the rights to their work, setting their own price and keeping up to 90 percent of their book profits. [www.Lulu.com](http://www.Lulu.com)

## **About GreyHawk Films**

GreyHawk Films is an internationally acclaimed, award-winning film production company with offices in Charlotte and New York. GreyHawk produces feature length films and documentaries, national and international television ad campaigns and motion picture productions for Fortune 100 companies. [www.greyhawkfilms.com](http://www.greyhawkfilms.com)

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