



## MEDIA RELEASE

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For immediate release.

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## Schoenhut Introduces Raggs Piano & Children's Songbook Series at Toy Fair 2014

(February 10, 2014 –ST. AUGUSTINE, FL) Schoenhut, the leading manufacturer of high quality toy pianos and instruments, celebrates its 144<sup>th</sup> year with the publication of its first series of children's songbooks in collaboration with new licensee Raggs, the award-winning children's musical TV series. Schoenhut is also adding a Special Edition Raggs Twinkle Tunes piano to its popular line of tabletop pianos.

The four hardbound, full color books include 12 songs each with three levels of instruction: by color, number or notes. To further enhance the learning experience, each book provides a complementing activity for each song and full CD of the book's songs performed by The Raggs Band. Titles include: *Learning Songs*, *Sing-A-Long Songs*, *Celebration Songs* and *Playtime Songs*.

"We're often asked for songbooks to accompany our pianos," Renee Trinca, Schoenhut, President, explained, "but, until we found Raggs, we had not found the right partner who could present the songs in such a beautiful, creative and easy-to-learn package." Trinca added that there were not a lot of early learning songbooks available to meet parents' demand.

The Raggs Band is known for its award-winning music, which is the heart of the successful TV series, airs on public TV, Telemundo (Spanish) and multi-media platforms such as Raggs.com, Ameba TV, Xbox and iTunes.

Schoenhut was founded by Albert Schoenhut in 1872. Len and Renee Trinca purchased the company from the family in 1996. Len continues to create the prototypes and tweak the models in their St. Augustine, FL facility. To see worldwide endorsements on their "Little Stars" link and for more information on Schoenhut products, go to: [toypiano.com](http://toypiano.com).