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Press Contact: 630-640-8371  
[info@itshiphopbaby.com](mailto:info@itshiphopbaby.com)

**A CHICAGO MOM TURNS HER SON'S LEARNING DISABILITY INTO AN EXCITING  
NEW VIDEO FOR CHILDREN  
"IT'S HIP HOP, BABY!"**

CHICAGO, IL- When Candi Carter gave birth to a child with a rare chromosome disorder she never imagined she would develop a musical learning style that would help her son and children all over the country. Candi Carter, a Chicago mom, developed "It's Hip Hop, Baby!" an educational video that teaches children preschool concepts with family-friendly hip hop music.

When her son Emerson, who has a severe speech delay, turned three she and her husband Joseph struggled to communicate with him. "I was at my wits end," says Carter. "We used sign language and tried to communicate the best we could but it was still very frustrating." So Carter tried a new approach—music. She began making up songs about bath time, bed time, animals and numbers and her son responded. "Even though he couldn't speak he could sing. So the musical approach worked!"

Carter, an Emmy Award winning television producer, took this successful learning style and created a hip new video that teaches children with songs and beats. "I tried the songs out on cousins and friends and they absolutely loved it. It's a style that works for all children."

The innovative new preschool DVD features traditional toddler songs spiced up with fresh beats and rhythms, encouraging children to explore music, language and sounds. Created especially for toddlers and preschoolers ages 2 to 6, the catchy music of "It's Hip Hop, Baby!" can be enjoyed by the whole family.

"It's Hip Hop, Baby!" includes original songs, as well as the classics we all know and love – "ABCs," "If You're Happy and You Know It," and "Head, Shoulders, Knees and Toes" – but on this educational video the music has a trendy, dance-worthy beat with a fun, positive message. It promotes the joys of learning ABC's, animals, body parts, colors and numbers through captivating musical performances that sound like today's hottest hip hop tracks. "It's Hip Hop, Baby!" also features real children, not actors, showing child-friendly movements that develop listening skills and the ability to follow simple directions. Toddlers, preschoolers and even babies enjoy "It's Hip Hop, Baby!"

Dr. Lisa Thornton MD, pediatrician and host of "Health Corner" on Lifetime Television says, "It's Hip Hop, Baby!" is 22 minutes of programming I would recommend for any child." Through the "It's Hip Hop, Baby!" interactive website, [www.itshiphopbaby.com](http://www.itshiphopbaby.com), parents across the country are giving this educational video an A+ rating. For example, Tracey Yearwood, mother of two from Chicago, Illinois, says, "My daughter Zuri is in love with 'It's Hip Hop, Baby' – she dances around and sings the songs all day long."

The "It's Hip Hop, Baby!" educational DVD is available for \$15.95, CD for \$11.99 at specialty toy retailers, Amazon.com and [www.itshiphopbaby.com](http://www.itshiphopbaby.com).