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## **Dave Kinnoin Spotlights the Good in All of Us** ***THE BEST IN ME* – CHARACTER WITH A ROCKIN’ BEAT**

(South Pasadena, CA) “A Lot of Good in There” is not just the first song on **Dave Kinnoin’s** latest release ***The Best In Me*** but a perfect description of the entire CD. Dave’s most ambitiously produced recording to date highlights the simple notion of helping children make good character choices even when faced with difficult situations.

If good character sounds like a dull and preachy, although well-intentioned, subject for a kids CD, nothing could be further from the reality of experiencing ***The Best In Me***. Dave has assembled a remarkable group of kickin’ musicians and first rate vocalists that combine with stellar songwriting to make good character something to sing about. Featuring buoyant pop tunes that reach out rather than lecture, the songs shine a spotlight on some universal truths.

“A Lot of Good in There” bursts out of the speakers sounding and feeling like a hit single. Kids will be singing “Trustworthy, responsible, generous and fair / A lot of good in there / Respectful, so kind – a citizen extraordinaire” at the top of their lungs. The CD continues with hopeful and optimistic themes: embracing differences is so much easier than shutting people out (“Enormously Inconvenient”); doing the right thing brings personal peace (“Happy For Myself”); valuing yourself (“I’ll Be Me”); a positive attitude can make the best of a bad situation (“Lemonade Stand”); circumstances can force us to summon up courage we didn’t know we had (“High Achiever”); knowledge is a key to overcoming fear (“Greater Than Our Fears”); adversity can strike anyone, and sometimes we can help (“It Could’ve Been Me”); giving and receiving love brings out our best (“My Dog Brings Out The Best In Me”).

“Every time someone shows kindness and generosity, the world gets a little better,” says Dave. “I believe my songs offer kids a nudge in that direction. I’m careful not to tell them what to do. I let my songs and my behavior entertain kids and guide them toward making choices that truly make a difference for the better.”

Character has been the focus of Dave’s last three CDs and is a subject close to his heart. The award-winning ***CHARACTER COUNTS! Strikes A Chord*** and ***Teaspoon At A Time*** round out the trio. Dave’s previous CDs have garnered him an impressive list of prestigious awards including Parents’ Choice Gold, NAPPA (National Association of Parenting Publications) Gold, Oppenheim Toy Portfolio Platinum, Songwriters Guild of America Rising Star Award and an INDIE Nomination.

As a songwriter, Dave has written for a long list of family entertainment and educational companies, consistently creating new and innovative material for each. He has written over 200 songs for companies such as Jim Henson TV, Video, and Interactive; Disney Audio, Video, and TV; Davidson & Associates; Neurosmith; Simon and Schuster Interactive; Sesame Street and Sony Wonder Home Video; and Sesame Workshop.

Dave’s CDs are available at retail nationwide and at [songwizard.com](http://songwizard.com).

Title: ***The Best In Me*** • Artist: **Dave Kinnoin**

Suggested Retail Price: **\$14.98** • [www.songwizard.com](http://www.songwizard.com)

- Interviews with Dave, Promotional Giveaway CDs and Digital Images Available Upon Request •