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CHARACTER COUNTS!® STRIKES A CHORD *Dave Kinnoin's Songs Celebrate the Six Pillars of Character*

(S. Pasadena, CA) - The Six Pillars of Character are set to music by acclaimed singer-songwriter Dave Kinnoin on the new CD *Character Counts! Strikes A Chord*.

Character Counts! is a project of the non-profit, nonsectarian Josephson Institute of Ethics and is the most widely used character development framework in the nation, reaching millions of young people. Dave Kinnoin has released six children's music recordings and is, as described by Family Man Online, "...one of the fathers of modern family music." Together they are a match made in heaven: great character colliding with great music. What better way to get the message out to kids of all ages than to have them singing along with lyrics with a very real message and clear focus.

The CD opens with the inspiring theme song "Character Counts", which sets the stage for what is to follow: six songs each emphasizing a pillar: "Trustworthiness" (trustworthiness), "A Little Respect" (respect), "Responsibility" (responsibility), "Fairness Awareness" (fairness), "Caring Avenue" (caring), "Citizenship" (citizenship). Woven throughout are six songs that further illustrate elements of character. The final seven tracks are instrumental versions of the theme song and the six pillar songs.

The instrumentation is simple and effective: guitar, drums, piano, bass, keyboard, harmonica, with some songs featuring only one instrument accompanying Dave's strong, earnest vocals. The straightforward arrangements put the emphasis where it needs to be: on the lyrics.

The CD booklet has valuable bonus features: lyrics, music chords and ideas for each song to help kids, teachers and parents make the most of this collection. The songs were crafted primarily for 7 to 12-year-olds.

As the Josephson Institute explains, "Music can help teach many other subjects including character. It's extremely effective for learning concepts. Music has a physical, emotional and psychological effect on both students and teachers."

Michael Josephson says, "Dave Kinnoin's songs inspire kids to consider the consequences of their decisions and to work hard at making this a better world. This CD is a home run!"

Dave's previous CDs have garnered him an impressive list of prestigious awards including Parents' Choice Gold, NAPPA (National Association of Parenting Publications Award) Gold, Oppenheim Toy Portfolio Platinum, Songwriters Guild of America Rising Star Award and an INDIE Nomination.

Dave has written hundreds of songs for the Muppets, Disney, Sesame Workshop, and dozens of other family entertainment and educational companies. Working with the Josephson Institute is his most satisfying opportunity to date.

Title: *Character Counts! Strikes a Chord* Artist: **Dave Kinnoin**
Suggested Retail Price: **\$14.99** Digital Images and Interviews Available Upon Request
www.songwizard.com • www.CharacterCounts.org