

LAURA INGALLS WILDER AND HER "LITTLE HOUSE ON THE PRAIRIE"

books are undisputed American classics, as are the treasured songs that are central to her stories. Finally, her enduring narratives have a worthy soundtrack available in the form of a stellar ten-volume CD series.

ONE-HOUR NPR SPECIAL TO AIR DURING THE HOLIDAYS!

"Feels like the music of my life."

—Deane L. Root;

Director, Center for American Music; University of Pittsburgh

THE STORY

More than one hundred million readers have treasured the timeless *Little House*® books by Laura Ingalls Wilder, and countless more have watched the long-running TV show. Music is central to Wilder's stories, with 126 great American songs artfully embedded in them. Surprisingly, before now, no professional recordings of this music have ever been available. *The Pa's Fiddle Project* was launched in 2005 to re-voice, in dynamic fashion, the unsung music of these formative and beloved books.

THE MUSIC

Featuring performances by Western music treasure RIDERS IN THE SKY, Grammy award-winning banjo player ALISON BROWN, ANDREA ZONN, JOHN COWAN (New Grass Revival), DAVID OLNEY, and more!

Great American songs include: "Old Dan Tucker," "The Blue Juniata," "Dixie's Land," "Sweet By and By," "The Devil's Dream," "The Gum Tree Canoe," "Barbara Allen," and 30 more!

KEY SELLING POINTS

NPR – One-hour holiday special built around these recordings and *The Pa's Fiddle Project*

- 150-200 stations will carry the program in during the 2006 holiday season
- Hosted by Riders In The Sky
- Cross-promotional segments planned to air on "Morning Edition," "All Things Considered," "Fresh Air," "Weekend Edition," etc.

NOTEWORTHY LAURA INGALLS WILDER 2007 ANNIVERSARIES

- 50th anniversary of her death
- 140th anniversary of her birth
- 75th anniversary of the first publication of her books

CONFIRMED PRESS – Guaranteed coverage from *No Depression, Tracks, American Profile, Sing Out!, Dirty Linen, and Spin*

- Feature article will be published in Spring 2007 issue of *Old Schoolhouse Magazine*

RADIO – Targeting syndicated radio programs such as *Prairie Home Companion, E-Town, Mountain Stage, World Cafe, Acoustic Cafe, American Routes*, as well as local and specialty folk, Americana, traditional, and children's shows

MEDIA – Intensive push will include a special focus on:

- "Family" media, such as *Family Fun* (which published a glowing review of *Happy Land*), *Reader's Digest, Parents Magazine, Parenting*, etc.
- Rural/farming media, such as *Country Living, Country Magazine*, etc., and homeschooling media

INTERNET – Big push for features on key online retail sites

- Ongoing viral grassroots campaign, cross-promotions with participating artist sites, and word-of-mouth marketing planned around the release

KEY MARKETS

Minneapolis; Milwaukee; Chicago;
St. Louis; Kansas City; Denver;
Nashville; New York City;
San Francisco; Boston



www.pasfiddle.com



NEWEST RELEASE!

THE ARKANSAS TRAVELER: MUSIC FROM LITTLE HOUSE ON THE PRAIRIE features all 18 songs referenced in Wilder's most popular book performed by an acclaimed list of contemporary artists. The result is a stirring collection of classic material made fresh and vital for today's audience.

This CD is the second in a planned ten-volume series.

INFO

street date: NOVEMBER 14, 2006
label: PA'S FIDDLE RECORDINGS
artist: VARIOUS
configuration: CD
special packaging: digipak
series: 1698
title: THE ARKANSAS TRAVELER:
music from LITTLE HOUSE ON THE
PRAIRIE
selection: 3700102-2
upc: 892037001026
file under: FOLK
produced by
Butch Baldassari & Dale Cockrell



ALSO AVAILABLE!

"Happy Land is a magnificent achievement." —Charles Hamm; Professor of Music Emeritus; Dartmouth College

Happy Land is the first CD of the Pa's Fiddle series AND the first music recording ever to win a place on the National Endowment For The Humanities' (NEH) prestigious "We the People Bookshelf." 2,000 copies to be distributed by the NEH to libraries across the nation!

title: HAPPY LAND: Musical Tributes to Laura Ingalls Wilder
label: PA'S FIDDLE RECORDINGS

artist: VARIOUS

upc: 892037001675

selection #: 3700167-2

configuration: CD

special packaging: digipak

series: 1598

file under: FOLK

produced by Butch Baldassari & Dale Cockrell

