

Musicians & Educators Join Together To Teach Children An “Essential” Second Language

New Census Numbers Show Hispanics Accounted For More Than Half of the U.S. Population Increase Over the Last Decade, Exceeding Estimates, and Reaching a New Milestone of Over 50 Million People. Recently,

A Two-Time Pulitzer Prize Winning Columnist Of *The New York Times* Op-Ed Page Declared:

“[It is of] paramount importance for our children to learn Spanish... the language will be essential for Americans. Every child in the United States should learn Spanish”

Set For Release On April 19th, The “Olé & Play!” Album Finds GRAMMY, LATIN GRAMMY And EMMY Winning/Nominated Singer-Songwriters Joining Forces With The Teachers & Students Of The Innovative *Isabella & Ferdinand* Language School To Create A Music & Cultural Tool For Children To Learn Spanish.



Isabella & Ferdinand Spanish Language Adventures™ is an innovative Spanish language learning program for children in the Washington DC area that seeks to give students both linguistic *and* cultural fluency – providing them with advantages in our growing bilingual society. Founded by

two accomplished Latina mothers who were looking for high-quality Spanish classes for their own young children, Isabella & Ferdinand Spanish Language Adventures™ has grown into a dedicated team of language teaching professionals who have created a dynamic and effective curriculum - immersing children in high-caliber Spanish, while learning about the art, literature, music and culture of Spain and Latin America.

Upon entering the language program, every student is taught *La Canción de Isabel & Fernando* (“*The Isabella & Ferdinand Song*”). Produced by GRAMMY & Multiple LATIN GRAMMY award winner Andres Castro (music director for Latin superstar Carlos Vives) and sung by Latin Grammy-nominated Colombian vocalist Adriana Lucia, the song details the joys of learning Spanish, reinforces the ability to count to 10 and encourages students to write “*like Gabriel García Márquez*”. Inspired by the high demand from families seeking copies of this theme and other original songs composed for Isabella & Ferdinand by its gifted music director, Fran Revert, the school has created the special children’s album “*Olé & Play! Songs from Isabella & Ferdinand Spanish Language Adventures*.”

In order to share this wonderful teaching tool with parents and educators nationwide who are looking to further the bilingual interest and ability of their children, the thirteen-track “*Olé & Play!*” album will be released digitally on Tuesday, April 19th in advance celebration of Cervantes Day (April 23rd – the birthday of Miguel de Cervantes). Akin to the impact of Shakespeare on English, or Dante on Italian, the famed Spanish novelist/poet/playwright’s influence is so strong that Spanish is often referred to as *la lengua de Cervantes* (“the language of Cervantes”).

In addition to the participation of Andres Castro and Adriana Lucia, “*Olé & Play!*” sees several other prominent young talents performing alongside the students of Isabella & Ferdinand. A certain standout is Emmy-nominated singer-songwriter Gaby Moreno. The Guatemalan-born artist won the John Lennon Songwriting Contest in 2006 and has had songs featured on television shows such as CBS’ “*The Ghost Whisperer*,” ABC’s “*Lincoln Heights*,” MTV’s “*The Hills*” and multiple programs on Nickelodeon. Moreno’s current Emmy nomination honors her composition of the theme song for NBC’s “*Parks and Recreation*”. Multiple songs on the album also feature Carlos Barroso from Madrid – first prize winner at the city’s Teen Pop festival and famed Festival de Benidorm. In keeping with the celebration of Cervantes Day, the school produced the special feature track “*Don Quijote*” with both Gaby Moreno and Carlos Barroso joining Isabella & Ferdinand students in an ode to the classic novel. Look for the YouTube video shortly. Visit Isabella & Ferdinand Spanish Language Adventures at: www.isabellaandferdinand.com

For more information on “*Olé & Play! Songs from Isabella & Ferdinand Spanish Language Adventures*”

Please contact John Reilly 212.445.8440 / jreilly@rogersandcowan.com OR

Nordhia Centeno 212.445.8424 / ncenteno@rogersandcowan.com