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# Music Makes Kids Smarter

Humans are “wired” for music and, in fact, science has proven music’s ability to raise kids’ IQ. Intellect aside, music is a primordial pastime that transcends age, race, and social status. As today’s most popular television programming will attest to, with the likes of American Idol and Glee attracting record audiences and awards in kind, music is a fundamental aspect of society that serves as the soundtrack to our lives. Given its bearing on our human experience, why are music education programs being cut at a record rate as school systems scramble to salvage their bottom lines?

Sharon Burch ([www.SharonBurch.com](http://www.SharonBurch.com)), creator of *Freddie the Frog*, (Giveaway below) and nationally regarded music teacher, speaker, and author, wants us to know that music education is essential to learning.

The 10% rule: Take a look at any school band or orchestra or top-ranking choir

and you will find a huge percentage of the members are in the top 10% of their class and college bound.

- Learning music at an early age breeds successful leaders of the next generation. Bill Clinton, Mahatma Gandhi, Condeleeza Rice, Neil Armstrong, Alexander Graham Bell, Thomas Edison and Albert Einstein are among those influencers who play(ed) a musical instrument.

- Music is among the only things a child can do to work all parts of the brain, as it causes neuron synapses to fire between all parts. The only other functions that use both hemispheres are higher-level mathematics and logic processing, such as chess. All other tasks rely on the dominant use of either the left or right brain.

- With school district performance declining and budget cuts increasing, cutting musical arts programs is

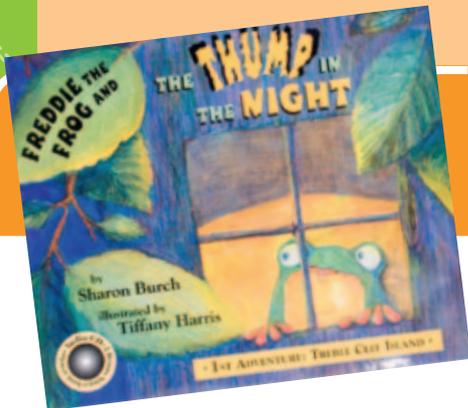
American Idol, Glee and other primetime music-based television programming are leading the pop culture charge. Music education is now scientifically proven to make kids ‘smarter’.

self-defeating since music is a key, highly effective way to improve district performance.

- Learning music at an early age is “mental exercise” that makes kids more creative, vibrant, and intelligent in multiple respects.

**To learn more:**

[www.freddiethefrogbooks.com](http://www.freddiethefrogbooks.com) 🍏



This book introduces emergent readers to fundamental music concepts in a fun and exciting way. In it, Freddie is a frog who lives with his parents on Treble Clef Island. Through Freddie’s adventures on the island, the reader is introduced to the treble clef staff as a map of where Freddie lives. Readers are captivated as the staff comes to life with the combination of illustrations and enclosed CD narration and music.

## Giveaway!

Book/CD 1: Freddie the Frog and the Thump in the Night

**Enter by April 20<sup>th</sup> to win!** All information must be included to win:

Adult (over 21) Name \_\_\_\_\_

Child's Name \_\_\_\_\_ Age \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

**Mail To:** APPLES Giveaway, 2920 S. Webster Ave, Green Bay WI 54301 **Or Email:** [familyfun@applesfamilies.com](mailto:familyfun@applesfamilies.com)

All entries become the property of Apples, Brightspot Publishing Co., LLC, and will not be returned. The drawing is completely random. Children to age 13 permitted to enter with a legal guardian. One entry per child. Apples is not responsible for lost, incomplete, damaged, illegible, late, postage due, misdirected entries, errors in mechanical transmission, or technical difficulties. Winners will be notified the day after the drawing. If the winner does not respond within 7 days, a new winner will be drawn. Winner may be required to collect their prize at 2920 S. Webster Ave. **ENTRIES CANNOT BE TAKEN OVER THE PHONE.**