***MAGIC BEANS***

**PSYCHEDELIC ART-ROCK FOR KIDS & FAMILIES**

**by**

**ERIC HERMAN & THE PUPPY DOGS**

**SET FOR RELEASE MARCH 18, 2022**

**“Brimming with pop-rock ditties crafted to make kids giggle.” – *Parenting Magazine***

**“Herman’s humorous and heartfelt songs are fueled by keen observations of childhood, the knowing point of view of a parent, and a sense of kid-pleasing fun.” – Parents’ Choice® Awards**

**“A mixture of Shel Silverstein and the Beatles.” – Stefan Shepherd, *Zooglobble***

**WALLA WALLA, WA (January 18, 2022)** – Somewhere in the confluence of Shel Silverstein, Frank Zappa, Jerry Garcia, Jack Black, and Mr. Rogers … rocks multi-award-winning family musician **Eric Herman**. Eric’s first new album in six years, ***Magic Beans***, will be released on **March 18, 2022**.

A showcase of clever lyrics with lots of attitude, ***Magic Beans*** delivers a wide variety of styles and influences not often heard in the kindie genre. The hip listener will hear flashes of Bowie and Pink Floyd alongside The Police, Kate Bush, and Sparks. Slightly subversive and more than a little trippy, the songs work their magic on multiple levels, with subtexts, self-reflection, and social commentary presented through characters and situations. Indeed, ***Magic Beans*** is music for the adventurous of mind and ear: think *Dark Side of the Moon* or *Sgt. Pepper’s* for eight-year-olds.

“The title came from a joke about paying my band members with magic beans,” says **Eric Herman**. “But I loved the idea of something that seems small and insignificant becoming something unexpected and enormous. That could be a tree or a person or a song or a universe.” According to Herman, the concept informed a lot of the album. “It felt like painting or even gardening, but with music and words and ideas. Songs became little worlds of their own, growing out of a simple musical phrase or lyric.”

***Magic Beans*** kicks off with the fun, catchy “Googly Eyes,” in which the irrepressible protagonist expresses his artistry by placing googly eyes onto increasingly bigger and more daring canvases. The Paul Simon-esque “Merry-Go-Round” celebrates the cycles of life and nature as they go round and round into infinity, allowing **Eric Herman** to employ a melodic style that’s tinged with a bit of melancholy. Reminiscent of some of Weird Al’s original ballads, “Stinker,” in the guise of an elegant lullaby, is a cheeky bit of brotherly farce.

Other highlights include “Side Scroller,” a number that contemplates simulation theory through a video game metaphor, culminating in **Kevin Laws’** wailing sax solo that blows through the roof of the metaverse itself. “Remember,” a bittersweet acoustic ballad about a kid whose grandma has dementia, features **Brady Rymer** as the kid’s voice in flashbacks. “Mushroom Pizza,” done in vintage jazz style, is an epic story-song, in which **Puppy Dogs** members **Dave Pettey** and **Ben Macy** use wry humor to teach bandmate **Eric Herman** a lesson intolerance and acceptance.

In addition to **Eric Herman** (main vocals, acoustic guitar), ***Magic Beans*** includes noteworthy musical contributions by **Christian Teele** (percussion), **Jeff Walling** (drums), **Jude** **Noah** (violin), **Jim Wynne** (bass), **Bijoux Barbosa** (bass), **Rebecca Endres** (harmony vocals on “Clocks and Watches”), and **Puppy Dogs** members **Ben Macy** (accordion, piano, organ, backing vocals) and **Dave Pettey** (electric guitar, backing vocals).

**About Eric Herman:**

In 2003, when **Eric Herman** transitioned from playing in Buffalo, NY area alt-rock bands and performing in live theater productions to writing songs for kids, he was just another among a burgeoning field of independent kids’ music artists, a genre soon to be dubbed "kindie." But armed with a steady batch of clever and catchy tunes that owed more of an influence to Sondheim and The Beatles than Raffi and The Wiggles, and music videos that drew on the feel and depth of ‘70s classics like *Schoolhouse Rock* and *The Point*, Eric quickly became a notable name in the genre. And in 2007, when a relatively new site called YouTube featured his homemade "Elephant Song" video, that really set his star rising, ultimately leading to over 100 million worldwide views online for Eric’s videos.

The years that followed saw **Eric Herman’s** songs and videos featured nationally on PBS Kids, SiriusXM radio, *Fox & Friends*, *The Today Show*, and in the Warner Brothers film, *Life As We Know It*. A version of “The Elephant Song” was covered for a multi-platinum release by Brazilian superstar Xuxa, and Eric became one of the only children’s music acts (along with The Wiggles) to sign with BMG.

Previous releases by **Eric Herman** include *The Eric Herman Strikes Back* (DVD, 2017), *Bubble Wrap* (2016), *The Incredibly Spaced Out Adventures of Jupiter Jackson* (2014, Parents’ Choice Award), *Party Animal* (2014, NAPPA Award), *What a Ride!* (2009, Parents’ Choice Award, NAPPA Award), *Snail’s Pace* (2007, Pearl Award), *Snow Day!* (2006), *Monkey Business* (2005), and *The Kid in the Mirror* (2003).

To herald the ***Magic Beans*** album release, **Eric Herman** is releasing five new music videos and will also launch a ***Magic Beans*** stage show with his band, **The Puppy Dogs**, that is part concert, part art/video installation, and part theatrical presentation. The show will debut at the Princess Theatre in Prosser, Washington and will head from there to Las Vegas, Seattle, and elsewhere.

***Magic Beans*** will be available starting March 18, 2022 at major digital retailers.

Album Details: ***Magic Beans***

Release date:March 18, 2022

Label: Butter-Dog Records

SRP: CD: $13, Digital: $10

For all ages, but especially for ages 6 - 9

Run time: 43 minutes

**Magic Beans Track List**:

Googly Eyes

Merry-Go-Round

Stinker

Really Asleep

Mushroom Pizza

Go

My Brother

Remember

Side Scroller

Clocks and Watches

Magic Beans

Don’t Worry, Alright?

**CD Bonus Track**:

Who You Know