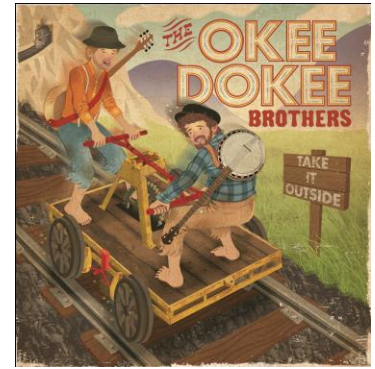


**End the Summer Doldrums!
Get on Board with The Okee Dokee Brothers
and**

TAKE IT OUTSIDE



*New Family Music Release from Twin Cities Duo Features Engaging Tunes
Due August 3, 2010*

Minneapolis – Just when the dog days of summer arrive and the family needs a pick-me-up, **The Okee Dokee Brothers** will deliver their newest collection of energetic songs called ***Take It Outside***. Featuring 13 original songs designed to get families on their feet and out of the house, ***Take It Outside*** offers enough witty wordplay, musical sophistication and food for thought to engage listeners of any age.

The Okee Dokee Brothers is the acclaimed Twin Cities duo of **Joe Mailander** and **Justin Lansing**, who won national notice for their first release, *Kids with Beards* (2008). Coolmompicks pointed to the “smart, funny lyrics that are equal parts hillbilly, seven-year-old boy and your favorite teacher.” The national Fids and Kamily poll of children’s music critics included *Kids with Beards* in its Best Kids and Family Music of 2008 selections. A School Library Journal reviewer said, “Hopefully they will continue to craft their musical magic and spread their message.”

Take It Outside does continue the magic, capturing one full day of childhood, from waking up for a little “Bluegrass for Breakfast” to hitting the hay at night with “Sweet Dreams.” Mailander and Lansing blend a little bit of country, quite a bit of bluegrass, and add in pop and funk influences for good measure. The crisp new sound for *Take It Outside* is helped along by Grammy award nominated producer **Tor Hyams** (known for creating Kidzapalooza and Austin Kiddie Limits, among other indie music events). Guest artist **Adam Levy** (Honeydogs and Bunnyclogs) performs the rocking lead electric guitar on the song “Hero.”

Take It Outside provides themes for thought, trending toward both the silly and the serious. Whether it’s the memorable bluegrass “Wash Your Face” sing-along song, or the bare-naked folksiness of “The Naked Truth,” kids and parents will find a lot to sing and laugh along with. Some songs are educational in the broadest sense, such as the introduction of the longest word in the English language (“Antidisestablishmentarianism”) or the fast-talking challenge of “Auctioneer.” Others offer important messages delivered without preachiness, as in the environmental theme of “What We Got” and the social acceptance of “Neighbors.” Some songs tell a little story (“Lucy and Tightly”) and others simply jump to zany flights of fancy (“The Extraterrestrials”).

“We think kids deserve quality music,” says Mailander. “We put a lot of heart and soul into this recording and all of our live performances. From start to finish, we want to encourage kids to get outside and have fun with their families.” Lansing adds, “We believe that by going outside and enjoying nature, we are able to gain a greater

understanding of the world around us. This can only lead to respect for our neighbors, cultures and earth.”

Indeed, lifelong friends Mailander and Lansing are outside and enjoying nature most days of the year, amid performing at libraries, schools, festivals and theaters. This summer, they return to their home state of Colorado, where both grew up. They'll also perform in 35 public libraries throughout Minnesota and Wisconsin. In September, The Okee Dokee Brothers full band will perform at the Every Family Rocks Festival in Des Moines and at the Minnesota State Fair. They will be featured performers at Austin Kiddie Limits (a stage of the larger Austin City Limits festival) in October. For a complete list of performances, visit www.okeedokey.org.

#

PRESS CONTACT: Beth Blenz-Clucas, Sugar Mountain PR (503) 293-9498
beth@sugarmountainpr.com

DETAILS:

Take It Outside

c. 2010 The Okee Dokee Brothers

Label: Okee Dokee Music

Release date: August 3, 2010

Suggested retail price: \$14.99

Song List

1. Bluegrass for Breakfast
2. Neighbors
3. Tippy Toes
4. Hero
5. Wash Your Face
6. Lucy and Tightly
7. Water Balloon
8. Antidisestablishmentarianism
9. Auctioneer
10. What We Got
11. The Naked Truth
12. The Extraterrestrials
13. Sweet Dreams