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**Charitable Kid to Give Away 100 Toy Pianos
Will a Child in *Your* Community Win The Chance to Make Kids Smile?**

Los Angeles, Calif. (May 28, 2009) — With times being tough for so many families around the nation, **TDmonthly Magazine** has teamed up with **Schoenhut Piano Co. Inc.** to bring joy — and toys! — into the lives of needy children. Through the inaugural **TDmonthly Charitable Kid Contest**, **Schoenhut** has generously agreed to donate **100 25-key My First Piano IIs**, which are suitable for children ages 3 and up.



Based on video and/or email submissions, a very special child will be chosen by **TDmonthly** staff to give away those 100 **Schoenhut** toy pianos to needy boys and girls. The winner will be selected based on how music has shaped his or her life and how that passion has been used to help others.

If you know a child whose life has been bettered by music, and who already has enjoyed the benefits of sharing that passion with others, please encourage his or her parents to nominate the child for this contest. Submissions opened on **MAY 15, 2009**, and will close on **JULY 1**. The Winner will be announced **July 15**.



With the help of his or her family (and perhaps your nearby specialty toy-store owner), the winning child will give away five batches of 20 **Schoenhut My First Piano IIs** to approved charities and videotape the process so that kids everywhere can see the happiness that generosity and music can provide to dozens of other kids. With each batch of pianos that is donated, the winner will also receive a special prize to keep.

Videos associated with the contest will be posted on TDmonthly.com and YouTube.

Details of the contest can be found at this link:

<http://www.toydirectory.com/monthly/charitablekidcontest/>

You can read more about Schoenhut's involvement here:

<http://www.toydirectory.com/monthly/article.asp?id=3710>

Also, read how **TDmonthly's** Baby Roundtable responded to the Schoenhut My First Piano:

<http://www.toydirectory.com/monthly/article.asp?id=2701>



About ToyDirectory.com® and TDmonthly Magazine®

For more than 12 years, Los Angeles-based ToyDirectory.com has been connecting retailers and manufacturers within the specialty toy industry. As of 2009, Google ranks ToyDirectory the No. 1 site in the world for wholesale trade directories and Yahoo! rates ToyDirectory as the most popular business-to-business directory for the toy industry. ToyDirectory.com and its subsidiary, online trade publication **TDmonthly Magazine**, accelerate business among toy-industry professionals by providing a central online meeting place where retailers can quickly locate new products and companies, and manufacturers can promote their product lines, awards and specials. ToyDirectory and **TDmonthly's** community of 1,200 manufacturers and 27,800 registered retailers can broadcast toy videos from their websites, find out what's selling nationwide, read about breaking news and trends, and get advice from experts on how to develop and maintain profitable relationships. **TDmonthly** includes a searchable database of more than 19,000 products, 1,500 product demonstration videos and more than 3,000 pages of articles and tips.

About Schoenhut® Piano Company: "Leader in the World of Toy Pianos since 1872"

Schoenhut® toy pianos have delighted children, collectors, and professional musicians for decades. Since the company's founding in 1872 by German emigrant Albert Schoenhut, the keyboards' magical overtones, hypnotic charm and unique sound have matured from novelty to fine musical instruments. Unsurpassed in quality, pitch and durability, each traditional model is still crafted entirely by hand and individually tuned. The distinctive, chime-like notes of Schoenhut® toy pianos are produced by little hammers striking metal bars, versus conventional taut wires used in full-sized models.

Schoenhut® toy pianos; designed for children and built to endure active play, are appropriate for young and old alike. Julliard-graduate Margaret Leng Tan, an internationally acclaimed concert pianist, is an ardent fan of Schoenhut®. "Anything you can play on the big piano, you can play even better on a toy," Ms. Tan told USA Today upon release of her CD "The Art of the Toy Piano" (Point Music).