



## **BABY LOVES DISCO JAPAN LAUNCH PARTY!**

*\*No Kid, No Entry\**

You must be accompanied by a child between 6mo~7yrs of age!

**“An international phenomenon.” – ABC TV- Nightline**

**“Some people actually borrow kids to come here with.” – BBC News UK**

*Tokyo, JAPAN, April 2008 --* **Baby Loves Disco JAPAN** is transforming the hippest venues in the jungles of Tokyo into child proof discos as toddlers, preschoolers and parents looking for a break from the routine playground circuit let loose for some post naptime, pre-dinner fun. It's a family event, designed for kids 6 months through 7 years. Baby Loves Disco JAPAN is building a fun sense of community among cool & savvy new generation of parents, and announces its launch party hosted by Nana & Marina Kinno of Kinna Corporation, Shibuya-ku, Tokyo, JAPAN.

Sunday, April 27<sup>th</sup>, 2008, 5pm – 8pm at EX'REALM Café in Harajuku

**Cool, Culture, Communication, Curiosity, and Change** are the keywords for Baby Loves Disco JAPAN, a fun-without-borders music & dance event featuring ever-morphing themes and hands-on cultural activities from Japan & beyond. It's a unique celebration and opportunity to learn *with & through* children. At its core, Baby Loves Disco JAPAN is a community event, hosted by local families, and the hottest new way to bring 'kids together with kids' and 'parents together with parents.' Not to be left out, siblings, relatives including hip grandparents and friends are also getting into this disco-fever.

Baby Loves Disco JAPAN is an once a month afternoon dance party with professional DJs blending classic disco tunes from the 70's & 80's that guarantees to get those little booties moving and grooving. The fun spills out from all corners of the venue: mirror ball, bubble machine, play wigs & scarves, a Chillout Room (soft floor, teepee, books, and educational toys), a Diaper Changing Station, a full spread of healthy snacks, juice-bar for kids' & open-bar for non-driving adults (ID check) and dancing - LOTS of dancing. Hosts and their crews carefully examine the venues and make sure that each party is a safe and wholesome event for anyone, from anywhere, at any age.

Baby Loves Disco JAPAN supports the **Orange Ribbon Campaign**, a network of friends and family in Japan working towards the prevention of child abuse and neglect. Our contribution consists of increasing public awareness of this issue through our events, and by donating part of the proceeds to this charity.

Co-founders of Baby Loves Disco JAPAN, Nana & Marina graduated from an international school in Tokyo, and pursued further studies and work experience in the U.S. and Europe, before returning to Japan 10+ years ago. They've extensive knowledge & experience in various facets of media including interpreting, translating, event promotion, bilingual education and acted as representatives & PR contacts for foreign corporations breaking into the Japan-market. Kinno Sister's extended circle of friends in the international community in Tokyo, along with birth of Jadis -- Marina's two year old daughter -- triggered the sisters to go on a quest for an interactive physical, virtual and soulful 'meeting space' that would allow parents & kids, their families and friends to exchange ideas and socialize *sans frontières*.

Baby Loves Disco U.S.A. co-founders Heather Murphy Monteith and Andy Blackman Hurwitz created this family dance party phenomenon about three years ago. Today, this entirely parent-run network of local moms and dads ('sisters' in some case) who present Baby Loves Disco around the world, has finally hit the trend capital of the world, Tokyo, after launching in 30+ cities across the U.S., the U.K. (London and Manchester), Israel, Sweden and Poland.

In each Baby Loves Disco city/country, the party takes on a local flavor and includes people from across the international spectrum who just wants to share good times in a child-honoring, parent-pleasing environment. In the upcoming event at stylish & refined restaurant/lounge 57 on Sunday May 25<sup>th</sup>, moms & dads will be able to also enjoy mini-spa services like massages, facials and other fun services at the Diva Zone, and check out the latest in kid's lifestyle products & services.

**You experienced it first at Baby Loves Disco JAPAN** Sign up for Email List to receive a monthly newsletter featuring exclusive sneak-peek look at latest trends in kids' lifestyle, promotional offers from cool sponsors, and priority ticket booking – from Baby Loves Disco's network around the world.

Check out [www.babylovesdisco](http://www.babylovesdisco) for additional information; and upcoming themes, events, times, locations and ticket information available via PC/mobile, both in English & Japanese.

### **Baby Loves Disco JAPAN Launch Party**

◆ **Date: April 27<sup>th</sup> 2008 Sunday, 17:00pm~20:00pm**

**\*\*Press & VIP Pre-party 16:00pm~17:00pm\*\***

◆ **Location: Ex'Realm Café, Harajuku**

◆ **Fee: Children (~12yrs) 4,000 yen; Adults 6,000 yen**

**Non-Walkers are FREE!**

◆ **Ticketing: Available via PC/mobile [www.babylovesdisco.co.jp](http://www.babylovesdisco.co.jp)**

For inquiries regarding Press & VIP Pre-party, contact: [press@babylovesdisco.co.jp](mailto:press@babylovesdisco.co.jp)

