



**MISS AMY** is keeping America moving to the beat of her mission: **Making Music Fit for Kids!**<sup>™</sup>

The *National Children's Entertainment Guide* calls her "The First Lady of Musical Fitness." *Shine On Hollywood Magazine* proclaims her "THE Rocker/Fitness Guru."

Indeed, when it comes to merging music and fitness for families, MISS AMY has it mastered from coast to coast. She's a GRAMMY® Award-winning recording artist and an Official Advocate for the President's Challenge Program, whose nationwide success in merging the worlds of music and fitness for children with relentless passion has taken her from the red carpet in Hollywood to the White House lawn.

In between, MISS AMY can be found with her Big Kids Band motivating kids about fitness through music at top concert halls and festivals, as well as malls, schools and libraries.

But, it's the work she does with children away from major stages that's just as important, not only for MISS AMY and her fans, but for her impact on America's future.

"By teaching foundational fitness through music, I help children claim not only their athletic identities, but their health and self-esteem," says the Trenton, NJ-based singer/songwriter and accredited music educator and fitness instructor. "I'm giving them the tools to be their personal best, and doing my part to build a healthier next generation while shaping the leaders of tomorrow."

As an Advocate for the President's Challenge Program (a part of the President's Council on Fitness, Sports & Nutrition), MISS AMY encourages families to work toward earning their Presidential Active Lifestyle Award. At the same time, she motivates kids to learn about physical fitness and build healthy habits for life through her interactive **Fitness Rock & Roll**<sup>™</sup> shows.

"Music and fitness are my two passions," says the Charleston, S.C., native, who was raised in suburban Kansas City, KS, and settled in New Jersey in the 1990s to start a family with her musician-producer husband, Alex Otey. "It seemed natural to merge them into one program. I was doing this long before the release of my **Fitness Rock & Roll** album."

**Fitness Rock & Roll**, MISS AMY's fifth and most recent children's album, was nominated for a GRAMMY® in 2012, the same year she won music's most prestigious award as a featured artist on the compilation, **All About Bullies ... Big And Small**. The win also marked her third GRAMMY® nomination in consecutive years, starting with another compilation, in 2010, for **Healthy Food for Thought**, from the same producers of the anti-bullying project.

MISS AMY's first kids' album, **Underwater**, came out in 2004. She continued to release one per year over the next three years: **Wide Wide World** (2005), **My Precious One** (2006) and **I Wanna Know How It Works!** (2007).

But it was the three months of bed rest leading to the miraculous premature birth of her son, Phillip, in 1996, that set MISS AMY on the path to becoming a children's artist with a unique, yet universal, purpose.

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Phillip was given a 3 percent chance of survival in the first trimester and was born into “a life-threatening situation,” weighing just 2 pounds, five ounces. MISS AMY realized that singing to him was the way for her to connect with him around all the medical wires and tubing.

“Having a child with severe health needs really changed our family situation and my musical focus,” says MISS AMY. “It became all about raising a healthy child.”

Though she was working as the resident services director in a retirement care community, MISS AMY had been a musician for years in theater, cabaret, and rock, jazz, and country bands. So she began writing and singing to her unborn child.

Months after Phillip was born, she became active in a local mom’s group. The need to sing became an even larger part of her direction. Singing with moms and their children at gatherings, MISS AMY discovered her knack for entertaining children with her new songs. It didn’t take long before she was asked to provide entertainment at libraries, holiday events and birthday parties. This led her to train and teach as a children’s music instructor, and from there she began to develop her interactive program. MISS AMY, the full-fledged brand, was born.

Already a fitness pro for a decade, she continued her training in different disciplines, including Kids & Teen Fitness, Primary Aerobics, Yoga and Tai-Chi. Simultaneously, she became a certified music teacher and worked with a leading international program for young kids. That’s when she began doing what came naturally – using her fitness know-how during music class to get the kids moving aerobically.

“The kids were not winded and the moms also had a good workout,” MISS AMY recalls. “That was the lightning bolt moment.”

There have been numerous standout moments along the way. One was her invitation to perform at the 2010 White House Easter Egg Roll as part of a glittery list of stars and celebrities that included Justin Bieber, Sara Bareilles, J.K. Rowling, Reese Witherspoon, Mariska Hargitay and the casts of *Glee*, *Yo Gabba Gabba* and *Sesame Street*. First Lady Michelle Obama personally thanked MISS AMY in a letter, saying “it wouldn’t have been the same without you.”

Another high profile moment was walking the red carpet at the GRAMMY® Awards in Los Angeles, posing for the paparazzi, and watching a private rehearsal with Mick Jagger, who MISS AMY considers the “grandfather of music and fitness.” And of course, being on a GRAMMY® winning album.

An equally huge milestone for MISS AMY was witnessing a baby take his first step during her show. Then there was the time a very overweight third grader at a school assembly, who had always been permitted to sit out gym class and watch from the sidelines, got up and did the movements with MISS AMY in the context of imagination.

“His mother came up to me crying,” MISS AMY recalls. “She said he never participated in gym class because he didn’t feel comfortable. She’d never seen him move with so much joy.”

MISS AMY happily surprised another parent when she witnessed her seven-year-old son break a sweat *for the first time in his life* at a **Fitness Rock & Roll™** show.

“The greatest satisfaction for me is seeing the kids move,” says MISS AMY. “Having them feel like they had an imaginative journey, and they’ve become confident about their own physical abilities, that’s what it’s all about. My goal is to have them claim their positive athletic identities. The global obesity epidemic has compelled me to action. We have a lot of work to do to build a healthy next generation.”

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