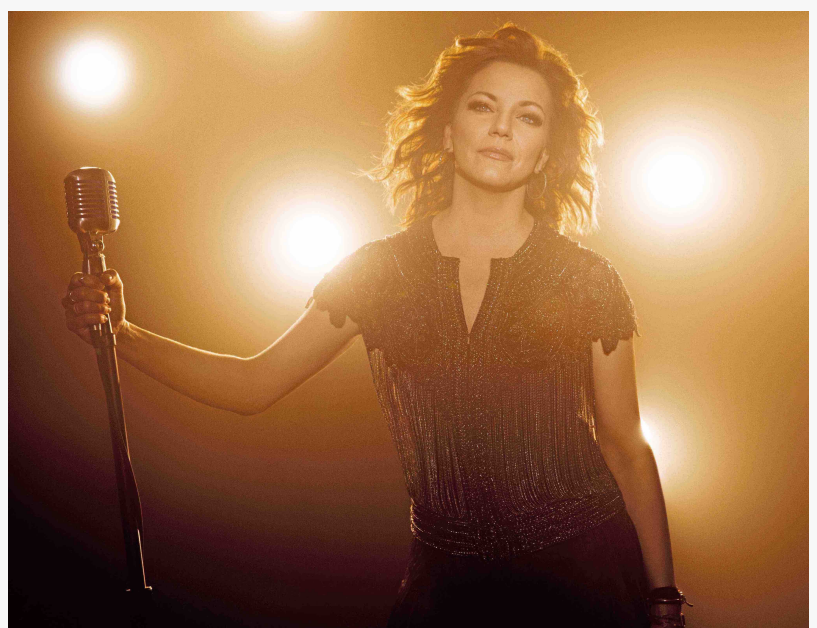


IT'S "DIAPER TIME" WITH COUNTRY STAR MARTINA McBRIDE IN NEW SPOTIFY PLAYLIST

McBride Urges Parents to Make Everyday Moments Memorable in Playlist of 25 Family-Friendly Songs and Early Learning Tips

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[/EINPresswire.com/](http://EINPresswire.com/) -- Acclaimed country singer and songwriter Martina McBride lends her voice to encourage parents and caregivers to turn the routine moment of "diaper time" into special opportunities to smile, sing, talk, and bond with their infants and toddlers. In the first-ever "Diaper Time" playlist featured on Spotify, Kids and Family (spotify.com/sing), McBride delivers a series of tips and activity ideas between songs aimed at inspiring parents to make diaper changing time a moment to meaningfully interact and promote their child's early language and brain development.



Martina McBride Urges Parents to Make Everyday Moments Memorable

Given her passion for family and music, McBride generously volunteered her time to record the audio prompts for the "Diaper Time" playlist curated in partnership with [Too Small to Fail](#), a joint initiative of the Clinton Foundation and The Opportunity Institute, that empowers parents with tools to talk, read, and sing with their children from birth, and the [National Diaper Bank Network](#), a nonprofit dedicated to helping struggling families access clean diapers for their children. This effort is in support of Too Small to Fail and the National Diaper Bank Network's partnership to distribute early literacy tips and resources to parents through

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Martina McBride

diaper banks nationwide—currently available at nationaldiaperbanknetwork.org/diapermetalktime. This new collaboration with McBride and her Team Music Is Love charity initiative leverages her ability and desire to bring people together to do good through the power of music.

"As the mother of three daughters, I changed a lot of diapers over the years, and while sometimes it wasn't my favorite part of motherhood, I always found that singing a soothing or silly song or telling a story could make it fun for me and my girls," said McBride. "One of the great things about recording the prompts for the 'Diaper Time' playlist was learning how many little things I did right as a parent

right from the start. I think all parents, today, need to feel encouraged and empowered by hearing what they're doing right."

The prompts recorded by McBride for the "Diaper Time" playlist were developed by early childhood experts at Too Small to Fail based on research showing the importance of simple interactions—like talking, reading, and singing—during everyday moments to support the early brain and language development of children beginning at birth. Samples of the prompts include:

- Did you know? Simple actions like talking, reading, and singing with your children—right from the start—can build their brains and prepare them for success in school and beyond.

- In my daughter's eyes, I am a hero. And so are you! Did you know your face is one of her favorite toys? Make silly faces as you change her diaper and see if she will imitate you.

- Your loving gaze lets your baby know how much you care. Make eye contact as you sing together! You can sing "Heads, Shoulders, Knees, and Toes" as you point to parts of your baby's body or make up a new song!

- Changing your little one's diaper is a special time where you can talk, bond, and sing together. But did you know that 1 in 3 American families struggle to afford diapers?

- Play peek-a-boo when changing your baby's diaper. Make it fun and silly by showing different feelings with your face and labeling them with words happy, excited, or surprised. This helps support your baby's social and emotional development.

Among the 25 featured tracks included in the Diaper Time playlist are: "In My Daughter's Eyes" by Martina McBride; "Like My Mother Does" by Lauren Alaina; "Diaper Song" by Two Headed Puppy; "It's So Good to Be Clean" by Music Movement & Magination; "Pajama Time" by The Laurie Berkner Band; "We Will Not Stop" by The Chapin Sisters; "Family Time" by Ziggy Marley; and "Sweet Sillies" by The Buttons.

McBride resides in Nashville with her husband, John, and their three daughters. Keep up to date on her activities on Facebook, Twitter, and Instagram.

About Martina McBride: Multiple Grammy® nominee Martina McBride has sold over 18 million albums to date, which includes 20 Top 10 singles and six #1 hits. 2017 marks a milestone in Martina's illustrious career – it is her 25th year of touring. She can currently be found touring North America on the LOVE UNLEASHED TOUR. April 2016 Martina released RECKLESS, her thirteenth studio album. McBride has earned more than 15 major music awards, including four wins for Female Vocalist of the Year from the Country Music Association and won three Academy of Country Music for Top Female Vocalist. Martina has been awarded 14 Gold Records. Martina was awarded the Covenant House Beacon of Hope Award and Music Business Association's prestigious 2015 Harry Chapin Memorial



Diaper Time
WITH MARTINA McBRIDE

Martina McBride Featured in new "Diaper Time" playlist on Spotify

Humanitarian Award for her philanthropic efforts on behalf of domestic violence. Through her Team Music Is Love charity initiative, Martina partners with non-profit causes to help many of the towns she's performing in. Since 2011, Team Music Is Love has been responsible for many successful fundraising and volunteer projects helping causes such as hunger relief, cancer research, combating domestic violence and helping children in need. For more information, please visit TeamMusicIsLove.com.

About Too Small to Fail: Too Small to Fail, a joint initiative of the Clinton Foundation and The Opportunity Institute, is leading a public awareness and action campaign to promote the importance of early brain and language development and to empower parents with tools to talk, read, and sing with their young children from birth. Too Small to Fail aims to make small moments big by creating opportunities for meaningful interactions anytime, anywhere.

About the National Diaper Bank Network: The National Diaper Bank Network (NDBN) is a nationwide nonprofit dedicated to eliminating diaper need in America, by leading a national movement to help meet the basic needs of all babies and their families...including access to clean, dry diapers, and other material goods. More information on NDBN and diaper need is available at www.nationaldiaperbanknetwork.org, and on Twitter (@DiaperNetwork) and Facebook (facebook.com/NationalDiaperBankNetwork).

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