



FAMILY ENTERTAINMENT

Rock 'n' roll pioneer Carl Perkins once observed that "if a person lives long enough, he'll run into himself." It appears that premier publicist Mary Lenore Arsenault is living proof of the Perkins maxim. In her 18th year in business, the founder/president of BopStar-PR (formerly Be-Bop Communications) is refocusing her and her company's energies on family entertainment, from whence Be-Bop/BopStar first sprung in 1986. Not that Arsenault ever left the field; rather, in taking on numerous high-profile projects in other areas, family entertainment became a secondary priority.

Now, with a new contract as the U.S. publicity arm of Toronto-based Casablanca Kids, Arsenault is returning full force to family entertainment, thus adding another quality client to a resume that includes: **THE CHILDRENS GROUP** (Classical Kids, Jack Grunsky) 1988-1990, **ONTARIO PLACE CHILDREN'S FESTIVAL** 1990-1994, **THE CHILDRENS GROUP** (Classical Kids) 1992-2002, **OAK STREET/DINO MUSIC** (Fred Penner, Al Simmons) 1991-1993, **WALT DISNEY RECORDS** (Norman Foote, *Aladdin*, *Toy Story*, *Pocahontas*, *Nightmare Before Christmas*, *Lion King*) 1992-1995, **EMI MUSIC** (Barney's CD Release Party) 1992, **SONY MUSIC** (Label Launch) 1992 and **CASABLANCA KIDS** (Sharon, Lois & Bram, Fred Penner, Jack Grunsky, Al Simmons) 2003-2004

Eighteen-plus years in family entertainment has yielded for BopStar-PR a comprehensive media database and, even more important, an extensive list of media contacts and relationships with the various family entertainment media outlets including: national parenting and family magazines, the World Wide Web, children's radio, key regional parenting publications and key family/parenting columnists at daily newspapers throughout the United States and Canada.

In addition to publicity services, BopStar-PR offers its clients a wide range of alternative promotion and marketing options within the family entertainment field. Among these services: Advising clients on parenting award submission policies (Parent's Choice, Teacher's Choice); consultation with label marketing departments with respect to advertising options; and networking with a number of principals in the live music field including childrens' concert promoters, venues and children's concert series.

Virtually from the time of its founding, Be-Bop/BopStar was handling high-profile accounts, ranging from the 1990 JUNO Awards to the People's Comedy Festival, to the Government of Quebec, as well as representing Roy Thomson Hall and Massey Hall, two of Toronto's biggest concert venues. Despite the all-consuming nature of these jobs, Be-Bop/BopStar always maintained a relationship within the family marketplace on the local, national and international levels, making its return to those roots even more satisfying.

"Family entertainment has always been one of my favorite areas for publicity services," says Arsenault. "It's gratifying to be working on projects aimed at helping children get the most out of their innate abilities."

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