

# TORONTO BUSINESS TIMES

October 2004

TORONTO EDITION

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## Kids take it personally with Name Your Tune

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When the wheels on the bus go round and round, you'll know who's in the driver's seat. The popular children's tune *Wheels on the Bus* is one of nine songs that speaks directly to kids on the Name Your Tune CD.

Candace Alper plays the disc for her one-year-old daughter, Hannah, who hears her name more than 40 times in the 30-minute set. For example, in *Wheels on the Bus*, Alper's daughter perks up when she hears the line, "Hannah's friends go up and down." And in the Name Your Tune rendition of *Old MacDonald*, it's Little Hannah who has a farm, E-I-E-I-O.

Alper, Name Your Tune's founder, received a similar CD for Hannah as a gift. It was a U.S.-made record and the company offered business opportunities to people

wanting to distribute the product.

But Alper, not impressed with the CD and not liking the business plan, opted to create one of her own for children in Toronto and beyond.

"When you get into business it's hard to sell something you're not 100 per cent proud of," she said.

So Name Your Tune was born. There are hundreds of names – from Aaron to Zoe – listed on the website ([www.nyt.ca](http://www.nyt.ca)) to choose from with more added every few months at the request of parents.

Name Your Tune was launched last October with an initial list of 650 popular names.

"We got it done and started selling in December," Alper said. "We got into holiday and craft shows."

The singers, including Juno Award-nominee Lenny Graf, have been back to the studio a few times since to add more

See SINGERS, page 15

## Singers name names on children's record

From page 3

names – from Adelaide to Zeeshawn – to the roster.

"We had to design a technology so it would all work together," Alper said, explaining more than just a name is slotted into the songs. The singers actually re-record entire phrases of music, each containing a different name to allow the songs to flow.

"I keep compiling a lot of names and when I get enough we go back in the studio," she said.

"Paul (Humphrey) did 50 to 80 names at a time," she added. Humphrey lends his voice to *Old MacDonald Had a Farm* and *I Don't Want to Live on the Moon*.

Those familiar with the Toronto music scene in the 1980s will remember Humphrey as the singer with Blue Peter. He was also involved in Broken Arrow through the '90s.

Tracey Erin Smith is also featured. Her first calling is the stage, having taught acting and improvisation at the University of

Toronto and Second City, but she is the voice behind *Wheels on the Bus* and *Head and Shoulders*.

Alper said Graf is the most notable performer on the CD, giving his renditions of *There are Seven Days* and *Oh How I Want to Go*.

Alper used her connections in the music industry – her husband Eric Alper is director of media relations for Koch entertainment – to recruit the Toronto singers as well as producer Mark Alexander, who arranges the Name Your Tune music at his downtown MIDISTUFF Recording Studio.

A portion of the proceeds are donated to Hear Here, an annual fun-fest promoting public awareness that children can suffer hearing loss, and raises funds for the Hospital for Sick Children to help provide hearing aids for hearing-impaired children.

To contact Name Your Tune, visit the website at [www.nyt.ca](http://www.nyt.ca) or e-mail Candace Alper at [candace@nyt.ca](mailto:candace@nyt.ca). CDs cost \$20.