

PRESS RELEASE

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FOR IMMEDIATE RELEASE

World Leading Celebrity Kids Entertainer and Health Educator To Release Provocative Single and Video About The Future For Children Worldwide.

LONDON, UK

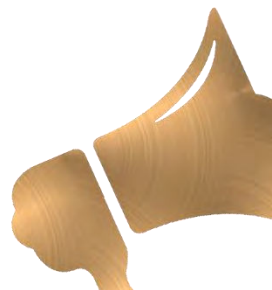
Amanda Frolich, the CEO of Amanda's Action Club, children's activity expert, celebrity entertainer, bestselling author and business entrepreneur has teamed up with artist, producer, writer and film maker Stevie Eagle E to release a brand new thought provoking single, **When I Grow UP**.



The single 'When I Grow Up' will be released on the **8th June 2020** and the video on **30th May 2020** on Shlepp Entertainment Ltd/ Shlepp Records worldwide.

Amanda Frolich is a celebrity entertainer having worked for Brad Pitt, the Beckhams, and many household names around the world. She is also the creator and owner of Amanda's Action Club. She teaches and entertains children and their parents worldwide, focusing on physical activity, health and wellness. Amanda is also a bestselling author with her new book 'The Law of Brand Attraction' recently topping the business bestseller list in six countries across the globe.

Stephen F Ellis Aka Stevie Eagle E is a chart topping producer and artist an award winning film maker and Grammy nominated video producer who has worked with the biggest names in entertainment for over 30 years, working with the likes of the Jacksons to Peter Andre, Honeyz, Boy George, Dennis Brown and, Hawk Wolinski of Chaka Khan, Trevor Horn, Ms Dynamite, Mark Morrison and hundreds of others. Together they have created a compelling song and video for children and their parents which ask the question that is now on everyone's lips: What does the future hold?



The song is a fusion of Reggae and soulful R&B. It hits hard featuring some amazing vocals and performances including the voices of children. The video is truly insightful and deep. Nothing like this has been seen before for children in popular music. It's a bold move but one that's much needed in 2020.

The video was shot on location in Brazil where the economic impact of recent events has caused devastation in many communities. It shows a young Brazilian girl walking through empty streets with images of current events superimposed. It is simple yet powerful and compelling.

Amanda Frolich says: 'My aim has always been to help children stay fit and learn, but now I have a bigger purpose in life and that is to get people thinking about the future of our children. 'When I grow up' asks a question I feel our leaders need to answer and more than that, it's something each one of us needs to consider because at present I fear many children face an uncertain future.'

Stevie Eagle E says: 'I wrote this song because, like every parent I am concerned and worried about what will be left for our children. I created the video this way because I not only want to entertain, but force people to re-think and act now so we can secure a better future for our children. Right now what future is there for most kids let alone for Black kids. Unless something is done the future for Black children looks very bleak indeed.'

The video can be seen here:

Directors Cut

<https://youtu.be/AQCOMSztBgU>

Very Kid friendly version

<https://youtu.be/5p9uBxofeRo>

Parental Guidance version

<https://youtu.be/mq6RryqlA6A>

The song will be available on all major platforms from June 8th 2020

For more information please contact:

Stephen F Ellis (Stevie Eagle E) Info@shleppentertainment.com

Amanda Frolich (Action Amanda) amanda@amandasactionclub.co.uk