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## Just Released from Moraga: Juice Box Heroes

By Sophie Braccini



Coane cousins dancing to the music of their fathers, Craig and Scott (L-R): Nola (3), Lily (1), Kayla (8), Annie (4), Michael (5) Photo Sophie Braccini

Nola, Lily, Kayla, Annie and Michael Coane are fortunate cousins. The kids, age one to eight, all live in Moraga and see each other all the time because their dads are brothers and best friends. Their talented fathers have just released their first CD, "No Sugar Added" by the Juice Box Heroes, full of the 80's tunes that get kids dancing and with lyrics they have fun signing.

Once upon a time there were two daddies going to work every-day, raising their budding families with their lovely wives, and dreaming to reconcile their busy suburban lives with their love of the 80's music. Before daddy-hood they had performed at night with San Francisco bands, "coming home at 4 a.m. after playing in bars all night something how didn't seem to fit our lifestyle anymore," says Craig Coane, the older brother.

Out of singing one too many renditions of "Old Macdonald Had a Farm" came the liberating idea of mixing their favorite music with words and themes children could relate to. "We love our kids, we love music, so we had to find a way to mix the two," says Scott. After a year of work, Craig and Scott have just released their first album with 12 songs that have a bit of educational content, but mostly are for

kids to have fun.

"Living in a Cheerio World" to the beat of Madonna's "Material Girl," "Kids Just Wanna Have Fun," parodying "Girls Just Wanna Have Fun" by Cyndi Lauper, and "Don't Worry Take a Nappy," to the rhythm of Bobby McFerrin's "Don't Worry Be Happy" (a personal favorite of this reporter) are some of the songs on the album.

The music was first tested on the five little cousins. And now? "Put on Juice Box Heroes," 5-year old Michael asks whenever they drive in the car, while 8-year old Kayla wonders "When are you going to be on iTunes?"

The production of the album was done at Berkeley Studio Denoise, with professional studio musicians. The brothers sing the songs, with their children and their friends joining in at times for the chorus.

The album is selling by word of mouth through their web site, www.JuiceBoxHeroes.com. "What we are hearing back from our friends and their friends are always positive comments," says Scott, "and we are starting to sell all over the country without any advertising."

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## business briefs

**Longs Drugs Becomes CVS**  
3625 Mt Diablo Blvd, Lafayette; 50 Moraga Way, Orinda; 580 Moraga Rd, Moraga

All traces of the 70-year old Longs' Drugs company have been erased from the local stores as new owner CVS remodeled them over the summer, sometimes unsettling customers who wouldn't find things they were looking for in the places they used to find them. The move is the result of the purchase of Longs' 521 Drug Stores by CVS Caremark Corp. last October for \$2.7 billion. The change in décor, from carpet to store plan, are not the only changes. CVS brings to the plate its place as #1 in prescription drugs, and customers have already noticed changes in the generics. The challenge for the new corporation will be manage a network of stores on average 38% larger and carrying more food and general items than typical CVS stores do. This may be the reason why the local management, which has not been changed, has maintained some of the product choices they had established to meet the needs of their constituency.

**Curves Offers a Week of Healthy Fun to the Community** 594-A Moraga Road, Moraga

Tara and Dave Reynolds, owners of Moraga Curves, have moved their facility to the stand-alone building in the Rheem Shopping Center located across from Home Goods. They have planned a week of events between September 12 and 19 where all the community is invited, Curves members or not. "We will have different activities planned in partnership with other local businesses," explains Reynolds. On September 12 the first event is offered from 8 a.m. to 12 p.m. in partnership with Ravi Singh, owner of Rheem Valley Automotive. Singh will demonstrate preventative maintenance for cars, while Curves will inform on weigh management and preventative health care. On Wednesday the 16th from 4 to 6 p.m., the theme will be "healthy you, healthy environment", with a consultant, an architect, an energy conservation specialist who will give advice on what can be done around the home. For a detailed program go to www.curvesofmoraga.com, or call 376-0110.



Photo Sophie Braccini

**Lori's Swim and Sun** 552 Center St., Moraga

Business owner Lori Stubblefield has operated her Rheem Center business for 13 years under the name Lori's Perfect Tan, but now she wants a name that better reflects the reality of her business: Lori's Swim and Sun. "We continue to offer tanning service, but we have such a choice in sun related apparel that we wanted our name to reflect it," she said.

**Knox Restaurant & Bar For Sale**

Knox, on Mt Diablo Blvd in Lafayette, has closed for financial reasons.

**News from the Three Chambers of Commerce**

**Lafayette**

- Shop Lafayette Working Group on Tuesday, Sept. 8 at 12:30 p.m. in the Lafayette Chamber Conference Room
- Monthly Mixer on Wednesday, September 9 at 5:30 p.m. at Creekside Partners, 985 Moraga Road #205
- Lafayette Art & Wine Festival on Saturday, September 19 and Sunday, September 20 in Downtown Lafayette

**Moraga**

- Chamber meeting on Friday, September 25, 7:30 a.m. at the Hacienda de las Flores

**Orinda**

- Chamber Mixer on Thursday September 10th from 5:30 to 7:00 p.m. featuring a preview vignette of "Harvey" by The Starlight Village Theater players. Meet at the Outdoor Amphitheatre, Orinda Community Park 26 Orinda Way, Orinda (across the street from Rite Aid). Just look for the balloons to guide you. Free admission.
- Orinda Restaurant Tour Tuesday, September 29, from 5:00 to 8:30 p.m. The event benefits the Orinda Schools and the Chamber. www.orindachamber.org/OrindaRestaurantTour2009.htm

*Lamorinda Weekly business articles are intended to inform the community about local business activities, not to endorse a particular company, product or service.*

If you have a business brief to share, please contact **Sophie Braccini** at [sophie@lamorinda-weekly.com](mailto:sophie@lamorinda-weekly.com)

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