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GAP Kid's Holiday Collection 2011 Commercial Filmed at Dewey's Candy
DUMBO Candy Shop Backdrop for Music Video TV Spot Featuring Maria Aragon

(Brooklyn, NY) November 10, 2011 – Dewey's Candy announced today the launch of a new television campaign for GAP Kids, filmed at its retail location in DUMBO (Down Under Manhattan Bridge Overpass) in Brooklyn, New York.

The New York City-based shoot took place on Monday, October 17, 2011, starting at 6:00am and wrapping at 5:00pm. Creative director, Carl Byrd is from [Carl Byrd & Co.](#), and Theo Stanley is a director of photography for [Harbor Film Company](#). The commercial itself is a high-energy music video featuring Internet sensation Maria Aragon – discovered by Lady Gaga – singing a cover of “I Want Candy” by the Strangeloves.

“What a fun, bright, happy new commercial for Gap Kids! I was so thrilled that they selected Dewey's Candy as the backdrop. And the icing on the cake was having Maria Aragon, the newest YouTube singing sensation take the lead”, said Alison “Dewey” Oblonsky, Owner, Dewey's Candy. “The entire production crew was a dream to work with, and they did an outstanding job in representing Dewey's Candy in its true form.”

According to GAP, in addition to the company's Facebook page and YouTube channel, the music video can be seen in movie theaters nationwide and on sites like Disney.com. The campaign will also run in print, hitting the December issues of monthly magazines such as *InStyle*, *Lucky Kids*, *Martha Stewart Living*, *O, The Oprah Magazine*, *Parents*, *Parenting* and *Real Simple*.

The GAP Kids Holiday Collection can also be seen on the Dewey's Candy Blog at (deweyscandy.blogspot.com). Visit Dewey's Candy at (www.deweyscandy.com).

About Dewey's Candy

Think back to childhood, when you ran to the candy store down the street to get your favorite after-school sweets. Re-live those memories all over again at Dewey's Candy in DUMBO, Brooklyn in New York City – specializing in nostalgic and retro candy for the kid at heart, plus gummi, sour, licorice and chocolate candy for a more sophisticated palette. Visit (www.deweyscandy.com) or call 718-422-1333 to learn more.

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