



**St Louis Ocarina
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St. Louis Ocarina Offers Educators Discounts, Making the Ocarina Accessible to Everyone

FOR IMMEDIATE RELEASE

ST LOUIS, MO (May , 2009)— St. Louis Ocarina, in St. Louis, Missouri is raising awareness of the ocarina, a flute-like wind instrument with an enchanting, melodic sound. As part of their efforts, St. Louis Ocarina offers discounts to educators and free shipping on orders over \$80. Educators and their students will find the ocarina is affordable, accessible, and rich in history and culture.

The ocarina is an ideal instrument for students. Often overlooked in place of the recorder, the ocarina is easy to learn, compact and versatile making it more accessible to students. And no assembly is required. Ocarinas are played by blowing into the instrument and covering or uncovering finger holes to produce a variety of notes.

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St. Louis Ocarina
ADD ONE



Unlike a recorder or a flute, the length of the instrument does not determine the tone, allowing ocarinas to be more compact and easier to store and transport. Most even come with a cord so students can wear them around their necks. Ocarinas inspire confidence in students, as they learn notes quickly and more easily master lower notes, resulting in less squeaking. Ocarinas are also versatile — they can be played alone, in group recitals, or accompanying other instruments.

St. Louis Ocarina offers quality, durable, affordable ocarinas that can be enjoyed by adults and children of all ages and skill levels. In fact, ocarinas vary in shape and complexity, growing with the student and their skill level. Ocarinas can produce a wide range of songs from simple, slow melodies to complex, operatic music.

“The first time I heard an ocarina, I was captivated by the magical tone of the instrument,” Dr. Dennis Yeh, Director of the St Louis School of Music and founder of

St. Louis Ocarina, said.

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St. Louis Ocarina

ADD TWO



St. Louis Ocarina was established in 2005 by a team of dedicated music educators, directed by Dr. Dennis Yeh from the St. Louis School of Music, who were inspired to bring the benefits of this versatile instrument to a wider audience. As an accomplished violinist and teacher, Dr. Yeh recognizes that learning a musical instrument can be invaluable to a student's development.

“Students feel a sense of accomplishment and pride when they master an instrument, and learn skills that they can apply to their academic and social success,” Dr. Yeh said.

In addition to helping select the right type of ocarina instrument, St. Louis Ocarina offers everything needed to become a successful ocarina player. The educators at St. Louis Ocarina have developed method books, fingering charts, and free software, available at <http://stlocarina.com/fico.html>, to help make learning even the most complex ocarina notes simpler.

MORE

St. Louis Ocarina
ADD THREE



They have a range of sheet music for all abilities and have created an on-line community where enthusiasts can learn hints and tips, view videos of ocarina performances and compete in the St. Louis Ocarina International Star Search Competition. This year's competition brought entries from 17 different countries!

From Classroom to Around the Globe

The rich history of the ocarina provides a unique cross-curricular opportunity for educators. Introducing the ocarina into the classroom gives students a wider appreciation of the world around them as they trace the ocarina's origins beginning over 12,000 years ago. Where do students want to go? They can follow the ocarina's past on a journey to:

- The ancient Chinese and the Mayan, Aztec, and Incan civilizations
- Europe in 1527 where Holy Roman Emperor Charles V was entertained at Court by ocarinas
- Italy in the 1800s where a young baker perfected the ocarina's design and popularized it in the west

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- The battlefields of World War I and II where servicemen were given ocarinas to carry in their pockets to improve moral
- The United States where the ocarina's popularity increased with the release of the video game "The Legend of Zelda: Ocarina of Time" in the 1990s
- Asia where the ocarina has been popularized through recordings and performances by contemporary master Sojiri

The version of the Legend of Zelda: Ocarina of Time video game for the Nintendo Wii has renewed the game's popularity for this generation, making the ocarina a relevant vehicle for learning in today's classrooms. In the game, a young boy, Link, finds an ocarina and uses it to transport himself through time to different worlds.

With the ocarina in the classroom, students can have the same adventure as Link — traveling back to the origins of the ocarina and following its journey across continents. While studying the ocarina and learning to play songs from cultures around the world, teachers can introduce lessons on:

MORE

St. Louis Ocarina
ADD FIVE



- History** and **Geography** as the ocarina makes its way around the world
- Science** as the shape and configuration of the ocarina is changed and adapted to create different sounds
- Math** as the ocarina adds up the miles and years on its journey around the globe
- Cultural Diversity** as the ocarina is introduced and adapted into different cultures

St. Louis Ocarina is committed to preserving the importance of music in education. With discounts for educators and free shipping on orders over \$80, bringing music into the classroom with the ocarina, a unique instrument with a rich history has become more affordable and accessible than ever.

For more information visit St Louis Ocarina at <http://www.stlocarina.com> or visit their on-line community at <http://blog.stlocarina.com>.

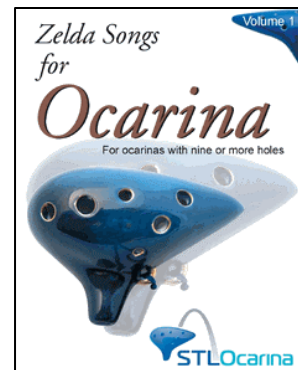
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St. Louis Ocarina Fact Sheet

About St. Louis Ocarina:

- Established in 2005 by the educators at the St Louis School of Music to revive interest in the art of ocarina playing.
- The video game The Legend of Zelda helped renew the ocarina's popularity and prompted the St. Louis School of Music to make this versatile, uncomplicated instrument available to anyone, any age.
- St. Louis Ocarina appreciated the enchanting melodies that could be played on the instrument, the convenient sizes and shapes, that it can be played individually or in group recitals, and that it's easy to learn by all ages.
- St. Louis Ocarinas have appeared with major symphony orchestras and have been used in performances with the New World Symphony, the Atlanta Symphony, Chicago Symphony and most recently, the St. Louis Symphony Orchestra in their holiday concerts.
- St. Louis Ocarina carries a large selection of ocarinas in a variety of shapes, colors, skill levels, and prices. St. Louis Ocarina has also developed software, fingering charts, and method books to make learning the ocarina even more enjoyable.
- Ocarinas, method books, sheet music, and other teaching materials and accessories can be ordered on-line, with discounts for educators and free shipping on orders of \$80 or more at <http://www.stlocarina.com>.
- Sheet music available from St. Louis Ocarina includes songs from The Legend of Zelda video games and Folk Song favorites like *Camptown Races*, *Home on the Range*, *John Jacob Jingleheimer Schmidt*, *Kumbaya*, *La Cucaracha*, *Take Me Out to the Ballgame* and many more!
- St. Louis Ocarina offers an on-line blog for ocarina enthusiasts to learn hints and tips, decide which style of ocarina is best for them, download free sheet music, and much more at <http://blog.stlocarina.com>.





St. Louis Ocarina Fact Sheet (continued)

About the Ocarina:

- An ancient, flute-like instrument that can be traced back through history over 12,000 years.
- The Legend of Zelda: Ocarina of Time video game for the Nintendo popularized the ocarina in the United States. The ocarina's popularity continues to grow, with over 700,000 users to-date of the Ocarina application on the iPhone.
- Ocarinas come in a variety of shapes and sizes, but they are all vessel flutes with usually four to twelve finger holds and a mouth tube. Their compact size makes them simple to store and transport. They can be made in a variety of materials including ceramic, plastic, wood, glass, or metal.
- Artisans have been inspired to create hand-made, whimsical ocarinas in fanciful shapes, such as animals, or decorate them with intricate designs. This makes ocarinas very popular with collectors.
- The world "ocarina" comes from the Italian meaning "little goose." The earlier form of the instrument was known in Europe as a gemshorn; which was made from the animal horns of the Gemsbok.



Types of Ocarinas:

- Transverse** (Sweet potato) - This is the best known style of ocarina. It has a rounded shape and is held with two hands horizontally. Depending on the number of holes, one just needs to open one more hole than the previous in order to ascend in pitch. The two most common Transverse ocarinas are the 10-holes (originated by Giuseppe Donati in Italy) and the 12-holes.



St. Louis Ocarina Fact Sheet (continued)

•**Pendant** - These are usually very small and very portable. Two kinds exist, one being the "English" Pendant, which uses an English fingering system (4-6 holes) and the other being the "Peruvian" Pendant, which uses a Peruvian fingering system (8-10 holes). English Pendants are more common.

•**Inline** - These are often called a "fusion" of the Pendant and the Transverse. This style is known for being very small and compact, yet there are more holes than the pendant. This allows one to ascend in pitch with the linear finger pattern rather than finger combinations.



•**Multi chambered ocarinas** - Better known as "Double" and "Triple" ocarinas, this type exists within the three broad categories of ocarina. These ocarinas have a wider range of notes. A Transverse Double ocarina typically plays 2 octaves + 2 notes, and a Transverse Triple ocarina plays with a range about 2 octaves + 7 notes. Double ocarinas for Pendant and Inline ocarinas also exist. Double Inline ocarinas are specially designed to be able to play chords, for harmonic playing.





ABOUT ST. LOUIS OCARINA

St. Louis Ocarina was founded in 2005 by members of the St. Louis School of Music to raise awareness about the benefits of the ocarina wind instrument and make them accessible to a wider audience.

Founders, Dr. Dennis Yeh and Laura Yeh



Dr. Yeh is an accomplished violinist who has received his Doctor of Musical Arts in Violin Performance at the University of Illinois at Champaign-Urbana. He has performed as a soloist in the Sydney Symphony Orchestra and throughout the United States. In addition to his performing career, he has also taught violin at various skill levels, from beginners through advanced college level students. Dr. Yeh enjoys sharing his love of music with his students, and believes it is important to allow each student to find his or her own methods of expression. With the accessibility of the ocarina, he hopes to share his enthusiasm with a wider audience, allowing more people to appreciate the benefits of musical education.

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ABOUT ST. LOUIS OCARINA

Laura Yeh received her Bachelor of Music with Honors in Violin Performance from the University of Illinois at Champaign-Urbana. Besides classical violin music, Laura has studied folk fiddle styles as well as Baroque violin. As a certified Suzuki violin teacher, she has taught a variety of age groups from children as young as 3 to adults. Laura strives to nurture an enthusiasm for music in all of her students. “Learning to play a musical instrument should be a joyful experience in a fun, relaxed environment,” she says. “The ocarina is particularly exciting because students are able to learn new songs very quickly.”

Together, Dennis and Laura Yeh have contributed greatly to the ocarina community. In an effort to help others learn to play the ocarina, they have written three method books several songbooks. As founding members of the St. Louis Ocarina Trio, Dennis and Laura have released two albums for violin, ocarina, and piano. Besides their performing and teaching activities, they have collaborated with ocarina makers across the globe to improve the capabilities of the ocarina. By combining their expertise in music with the skill of the ocarina makers, they have designed and produced many unique and innovative ocarinas.

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