



**St Louis Ocarina
St. Louis School of Music
P. O. Box 28384
St Louis, MO 63146**

**Contact:
Susan Carrington/JCarrington Group
(314) 918 – 9119
sjc@jcarrington.com**

St. Louis Ocarina Offers Affordable, Enchanting Ocarina Instrument for the Whole Family

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. Adults and children alike find the instrument fun, easy-to-learn, affordable, and accessible.

Dr. Dennis Yeh, an accomplished violinist and teacher from the St. Louis School of Music and the founder of St. Louis Ocarina, recognizes that learning a musical instrument can be invaluable. “Students feel a sense of accomplishment and pride when they master an instrument, and learn skills that can be applied to their academic and social success,” Dr. Yeh said.

MORE

St. Louis Ocarina
ADD ONE



These days, the distractions and demands on our time can make it complicated for families to communicate and spend time together, and it can be difficult to find activities that engage everyone — but the ocarina instrument is the solution for an affordable, relaxing activity the entire family can enjoy together.

The ocarina is an ideal instrument for families. The ocarina is easy to learn, affordable, compact and versatile — making it accessible to all ages. Ocarinas are played by blowing into the instrument and covering or uncovering finger holes to produce a variety of notes in a soothing, melodic tone.

Beginners will have little difficulty learning. All they need to learn are the fingering techniques to create different notes, minimizing the noisy and embarrassing squeaking noise that can be a problem with other instruments. St. Louis Ocarina makes the process even simpler by supplying fingering charts and method books that can help all ages learn the ocarina and begin playing songs more quickly.

MORE

**St. Louis Ocarina
ADD TWO**



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 they can be worn around the neck!

Once everyone has the basic notes mastered, the family can play individually, together in a group, or even accompanied by other instruments — making the ocarina an affordable way for younger children to feel included if they have older siblings learning an instrument at school.

The ocarina is relevant to young adults. With the popularity of the video game *The Legend of Zelda: The Ocarina of Time* for the Nintendo and with over 700,000 users of the Ocarina Iphone application, it is exciting and fun for children and young adults to learn and play songs from the video games. In the game, a young boy named Link finds an ocarina and uses it to transport himself through time to different worlds.

MORE

St. Louis Ocarina
ADD THREE



Families can have the same adventure as Link. While families are learning to play songs on the ocarina from cultures around the world they can also travel back to the origins of the ocarina and follow its journey across continents:

- 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
- The battlefields of World War I and II where servicemen were given ocarinas to carry in their pockets to improve morale
- 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 Sojiro

MORE

**St. Louis Ocarina
ADD FOUR**



Tracing the ocarina's past provides opportunities for spending quality time together — learning new songs, family discussions about different cultures, or visits to local museums or exhibitions, for example.

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. St. Louis Ocarina offers quality, durable, affordable ocarina instruments 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.

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 FIVE**



St. Louis Ocarina offers a range of sheet music for all abilities and have also developed 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!

St. Louis Ocarina is committed to providing musical education for the whole family. With the ocarina, a unique instrument that is fun and simple to learn, learning an instrument has become more accessible and affordable than ever.

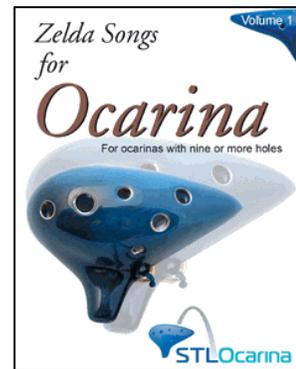
For more information visit St Louis Ocarina at <http://www.stlocarina.com> or visit their on-line community at <http://blog.stlocarina.com>.



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.

(continued)



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.

###