



**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 The Fun Instrument That Takes You Anywhere You Want to Go!

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, and affordable.

The ocarina is best known from The Legend of Zelda video games for the Nintendo and Nintendo Wii. In The Legend of Zelda: The Ocarina of Time game, a young boy named Link finds an ocarina and uses it to transport himself through time to different worlds. With St. Louis Ocarina, anyone can do the same thing!

-MORE-

St. Louis Ocarina
ADD ONE



St. Louis Ocarina makes it possible for all ages to own their very own ocarina, learn to play songs from all over the world --- including songs from the video games, and go on an adventure through time and cultures, just like Link!

Ocarinas come in many shapes and sizes. St. Louis Ocarina has the perfect ocarina for everyone — some look exactly like Link’s from the video game, some are very simple, others are shaped like animals, and some even have intricate designs painted on them. Ocarinas come in a wide variety, so there is something to please everyone. And, they are made for all skill levels so as beginners progress, they can still be challenged by the more complex types of the instrument. Most are compact so they are easy to transport. Many even have a place for a cord so they can be carried around the neck.

St. Louis Ocarina was established in 2005 by a team of educators from the St. Louis School of Music. They have the experience to know exactly how to match the right ocarina to the right person and they provide quality, durable ocarinas. Some of the St. Louis ocarinas have even been played in symphonies!

-MORE-

**St. Louis Ocarina
ADD TWO**



Learning is easy and a variety of songs are available. 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 trouble learning to blow into the instrument. 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. Once the beginner has the basic notes mastered, they can play individually, together in a group, or even accompanied by other instruments.

-MORE-

St. Louis Ocarina
ADD THREE



The magical, enchanting tones of the ocarina transport the player wherever they want to go — play songs from The Legend of Zelda video games, songs from ancient cultures and from around the world, or popular folk tunes, like *Take Me Out to the Ballgame*. The portability of the ocarina makes it a snap to play wherever and whenever you need a little magic!

Anyone can have the same adventure as Link. While learning to play songs on the ocarina from cultures around the world, it is possible to travel back to the origins of the ocarina 12,000 years ago 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

-MORE-

St. Louis Ocarina
ADD FOUR



- 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 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 Sojiro.

The ocarina takes the player anywhere they want to go — from learning the basics to playing in a symphony, from playing alone in the backyard to visiting the cultures and histories of thousands of people over thousands of years. Learning the ocarina can open doors now and in the future.

-MORE-

St. Louis Ocarina
ADD FIVE



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.

“Student feel a sense of accomplishment and pride when they master an instrument, and learns skills that can be applied to their academic and social success,” Dr. Yeh said.

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. They have 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!

-MORE-

St. Louis Ocarina

ADD SIX



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 never been more affordable and accessible.

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

###

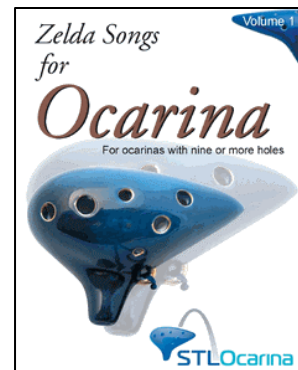
-MORE-



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.

###