

FOR IMMEDIATE RELEASE

Strum One, Strum All The City's Big Ukulele Jam

Programme photos

'Oh Susannah' Music Sheet

'Oh Susannah' Instruction Video

https://www.dropbox.com/work/Press/HKYAF_Strum_One_Strum_All_Photos

see below or visit <http://www.hkyaf.com>

<http://www.youtube.com/hkyaf>

On 14 June, 100 youngsters and their teachers, the Southern District Choir and a group of professional artists will gather for a day of free performances and public workshops celebrating an instrument that has taken the world by storm: the ukulele. With only four strings, the ukulele is a versatile instrument that is easy to learn, and one that many professional artists use to add a folk element to their sound.



This event day, open to all, is the culmination of Hong Kong Youth Arts Foundation's *Strum One, Strum All: Ukulele*

Community Arts Project. This programme is designed to demonstrate the power of music – a universal language that transcends cultures and social barriers and brings together people of all ages and backgrounds. Members of the public are invited to learn the fun classic tune 'Oh Susannah' and come along to play during the *Big Jam* session (visit www.youtube.com/hkyaf for instruction video and www.hkyaf.com for music sheet).

Funded by the Po & Helen Chung Foundation, *Strum One Strum All* is a four-month ukulele education programme co-presented with UkeHK. Having identified that the benefits of such programmes are magnified and more sustainable when skills are taught to teachers rather than just to students, the first part of the programme was planned to focus on equipping a group of teachers from local schools and youth organisations with both ukulele playing and teaching skills. These teachers, none of whom had ever learnt the ukulele before, then returned to their students for the second part of the programme, passing on their music skills and helping to prepare 100 young people for the performance day. To sustain interest and maximise the benefits of the programme, a free ukulele, guidebook and supplementary online lessons were provided to all students and teachers to encourage them to continue to play the instruments after the programme.



Among the performers – ranging in age from 5 to 16 – will be young people from the International Social Service Hong Kong Branch (ISS), S.K.H. Kei Hin Primary School, STFA Lee Kam Primary School and SKH Chi Fu Chi Nam Primary School, as well as young people attending afterschool and Sunday school programmes taught by Hong Kong Baptist University students and the Shepherd Community Church.



ISS social worker Jennie Dai who will be leading a group of 20 says, “Not only had I never played the ukulele before, I’d never actually taught music before! As such, this opportunity has been invaluable – I’ve become a role model for our young people, showing that anyone, regardless of age and background, can get involved in the arts.”

On the day, the 100 young people will be performing alongside the Southern District Choir and professional ukulele players, including Hong Kong’s ‘Ukulele Master’ **Keith Liu** and rising star **Cheung Chi Fung**. “Playing alongside professionals is very empowering,” says **Lindsey McAlister**, Founder and Artistic Director of Hong Kong Youth Arts Foundation. “Music can bring people together and create a community. It’s also a great way to increase confidence and team spirit.” **Sam Cheung** of UkeHK says, “Hong Kong people’s interest in the ukulele has really surged in the past few years, with the rise in pop stars playing it including G.E.M and Robynn & Kendy. Even John Lennon and Neil Armstrong were huge fans. Beginners can learn to play tunes really quickly with the help of YouTube tutorials – in the comfort of their own home!”

Members of the public are invited to bring their own ukuleles and picnic, and to learn ‘Oh Susanna’ and play along during the *Big Jam* session. A limited number of ukuleles will also be available for borrowing on the day.

Saturday 14 June - Hong Kong Youth Arts Foundation’s <i>Strum One, Strum All</i>	
Time	Event
12:30pm – 1:30pm	Lunchtime Concert by Professional Artists
1:30pm – 3pm	Free Workshops (suitable for ages 6+, pre-registration encouraged: phoebe.chu@hkyaf.com) <ul style="list-style-type: none"> • Workshop 1: Skills for Beginners • Workshop 2: Left Hand Skills • Workshop 3: Strumming Skills • Workshop 4: Picking Skills
3:15pm – 4:15pm	Big Jam <ul style="list-style-type: none"> • Performance by 100 young people plus the Southern District Choir • Includes ‘Oh Susannah’ – everyone is invited to play along!

NOTES TO EDITORS

Programme photos http://ftp.hkyaf.com/press@hkyaf.com/HKYAF_Strum_One_Strum_All_Photos.zip
‘Oh Susannah’ Music Sheet [next page or visit http://www.hkyaf.com](http://www.hkyaf.com)
‘Oh Susannah’ Instruction Video <http://www.youtube.com/hkyaf>

Hong Kong Youth Arts Foundation’s *Strum One, Strum All* Event Day

Date: Saturday 14 June 2014

Time: 12:30pm – 4.30pm

Venue: South Island School’s The Space, 50 Nam Fung Road, Aberdeen

Admission free, pre-registration encouraged for public workshops at phoebe.chu@hkyaf.com / 2561 3201

Free shuttle bus services run on the day. Visit www.hkyaf.com for schedule.

Hong Kong Youth Arts Foundation

Hong Kong Youth Arts Foundation (YAF) www.hkyaf.com is a charity that provides high quality, non-competitive arts experiences for all young people aged 5 to 25. Established in 1993 by Lindsey McAlister, OBE, YAF organises inclusive and inspirational projects that reach out to youngsters of all cultures, backgrounds, languages and abilities, and actively creates opportunities for those who are disadvantaged and underprivileged. Each year we reach over 800,000 people through our projects, exhibitions and performances.

MEDIA ENQUIRIES: Anca Chung +(852) 2877 2625 anca@hkyaf.com

Oh Susannah

1 C C C

mf I come from A-la-ba-ma with my ban-jo on my

5 G7 C C

knee, I'm go-ing to Loui-si-a-na, my

8 G7 C C

true love for to see. It rained all night the

11 C C G7

day I left, the weath-er it was dry The

14 C F C

sun so hot I froze to death, Su san na, don't you

17 C G7 C

cry Oh! Su-san-na, Oh

20 C G7 C

don't you cry for me, For I come from A-la-

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ba-ma with my ban-jo on my knee