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Press release from Kala Brand Music Co.  
For immediate release.

## **Kala U-BASS Does Parrothead Circuit**

### **(Alt Headline) Kala U-BASS On Tour With Coral Reefer Band**

Kala Brand Music welcomes the addition of Jim Mayer of Jimmy Buffett's Coral Reefer band to Kala's U-BASS artist roster. Jim ordered a U-BASS after playing one at summer NAMM and quickly put it to work on the band's latest tour schedule that began in mid August.

Jim has been writing, recording, and touring with Jimmy Buffett and the Coral Reefer band since 1989. Jim, aka Uncle Jim, is also an award-winning children's music performer who has been producing children's music since 2002. Mayer's first children's CD reached number one on XM KiDS Radio. He is the recipient of an iParenting "Hot Product" Media Award and a Children's Music Web Award. Jim was also voted Best New XM Kids Artist in the XM Nation Awards 2005.

The U-BASS is Kala's innovative 20 inch scale bass which is strung with proprietary polyurethane strings that produce incredible upright bass-like tones. Features include a solid mahogany body, custom Hipshot tuners, and a passive Shadow pickup system. The U-Bass is available in fretted and fretless models

In addition to the U-BASS, Kala Brand Music Co. offers over 120 models of ukulele and complete line of Uke Crazy Ukulele accessories, cases and bags. Kala Brand Music Co. also distributes Aquila Strings. [www.kalaukulele.com](http://www.kalaukulele.com) 1(877) 853-3853