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

## **KALA Releases Ukulele In The Classroom Packages**

(Image included: *Play Ukulele Today!* package)  
September 2009

Kala Brand Music Co. has entered into an exclusive distribution agreement with musician/educator James Hill to include materials from the popular *Ukulele in the Classroom* series with Kala's new education packages. Co-authored by James Hill and J. Chalmers Doane, *Ukulele in the Classroom* is an exciting new resource for teachers and students that uses the fun, easy-to-play ukulele as a vehicle for music literacy and enjoyment. Accompanying Teacher Edition books and Companion CDs are also available in addition to on-line resources.

Kala has created two different packages that include a ukulele, padded bag, tuner, and choice of either *Play Ukulele Today!* - the "quickstart guide for everyone," appropriate for self study and classroom use - or *Ukulele in the Classroom* instructional books.

The original Doane Ukulele program for teaching music theory and musicianship has been successfully taught in Canadian public schools for many years. A student of the Doane method himself, James Hill envisioned a teaching method that would build upon the Doane ukulele program. James Hill has emerged as one of the world's foremost contemporary masters of the instrument and together with J. Chalmers Doane developed the *Ukulele in the Classroom* program.

Now for the first time music dealers, educators and homeschoolers can purchase these materials along with everything they need to get started. The instructional books are also available separately through Kala. For more information visit [www.kalaukeintheclassroom.com](http://www.kalaukeintheclassroom.com)

Kala Brand Music Co. offers over 120 models of Ukulele, the Kala U-BASS, and a complete line of Uke Crazy Ukulele accessories. Kala Brand Music Co. also distributes Aquila Strings.

[www.kalaukeintheclassroom.com](http://www.kalaukeintheclassroom.com)

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