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## **Ukalaliens Invade Kala Dealers**

There have been reported Ukalalien sightings across the country! Sponsored by Kala Brand Music Co., the Ukalaliens have been leading workshops for aspiring ukulele players and beginning musicians at Kala dealers throughout the U.S. The Ukalaliens, AKA Quality Folk, are comprised of Kate Power and Steve Einhorn who have written *The Ukalaliens Songbook, A Beginner's Guide To Ukulele Fun.* Kate and Steve have shared the stage with folk luminaries such as Peter Seeger and have performed on Garrison Keillor's "A Prairie Home Companion.

The Ukalalien experience has put instruments into the hands of new musicians at stores from Portland to Boston, Florida to California. According to Jimmy Dougherty, manager of George's Music in Jacksonville FL, "The Ukalaliens, Kate Power and Steve Einhorn were a fun and interactive duo that provided some unique entertainment to our customers. We would love to have them back in the future!" The workshops are an excellent opportunity for stores to reach new customers and non musicians. Attendees often invite their friends and family to join in the fun which creates a community atmosphere.

The Ukalaliens effectively demonstrate how easy it is to turn non players into ukulele strumming enthusiasts within a few minutes. Many attendees have gone on to create their own ukulele communities or clubs that frequently get together to jam and play songs. Dan Ross of Columbia River Music, The Dalles OR states, "the Ukulalaliens helped to build the ukulele community here and to sell instruments. We have a uke group That now meets to jam at a winery two or three times a month. They usually come back to buy more than one ukulele. They buy them for their friends, grandkids."

Kala has provided the Ukalaliens with dozens of Travel Ukuleles from Kala's slimline series which enables them to fit even more instruments into their mini RV than they could otherwise. The Ukalaliens complete their Fall Tour in December but are already booking dates for their next cross country tour in the Spring.

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