



FOR IMMEDIATE RELEASE

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TINY GOAT FILMS AND KALA BRAND UKULELE ANNOUNCE A
PARTNERSHIP TO BRING THE AWARD-WINNING FILM MIGHTY UKE
TO AUDIENCES AROUND THE WORLD

“More profound than anyone could have known” Toronto Star
“A must-see for pretty much every kind of audience” PDX Pipeline
“The most charming documentary I have ever seen!” CBC Radio

Tiny Goat Films, the producer of the award-winning documentary MIGHTY UKE, and KALA Brand Ukulele today announce an agreement in which KALA will become a major sponsor of the MIGHTY UKE ROADSHOW tour that has been selling out theaters and entertaining audiences all over the world. U.S. Theatrical distributor, Area 23a, will roll out the “movievent” across major U.S. cities this summer and fall, including dates in New York, Chicago, Los Angeles, San Francisco, San Diego, Honolulu, Washington D.C., Tampa and many more.

Back in January, 2008, Director Tony Coleman and Producer Margaret Meagher packed up their HD cameras and, for two years, travelled the world to capture the spirit and magic of the ukulele revolution, weaving together an inspiring and compelling ode to a humble instrument that many have long considered a joke.

MIGHTY UKE isn't just a “surprising and fascinating” documentary, it's an event. Every MIGHTY UKE ROADSHOW is a mini-festival that brings together film, live performance, and a giant strum-along. International performers and virtuosos share the stage with local ukulele clubs to create a celebration of the people's instrument. After every show, people are lining up to get their hands on a uke and join in the fun.

To get those ukes in the hands of those looking to release their “inner music”, KALA BRAND UKULELE will provide Tiny Goat Films with quality KALA instruments and will encourage their global network of ukulele distributors, and their hundreds of thousands of customers, to become part of the MIGHTY UKE experience. KALA will also produce a special limited edition MIGHTY UKE ukulele to help promote the ROADSHOW.

MIGHTY UKE has already been featured on National Public Radio's Morning Edition, Canada's National Radio Network, as well as in print press throughout North America, Europe, Asia and Australia. Its website, Facebook and Youtube pages have received tens of thousands of hits. The DVD, set for release in September 2010, will include not only the film, but also 10 other short films about the ukulele as well as a feature with virtuoso James Hill entitled "Learn to Speak Ukulele"

Street Date:	September 28, 2010
DVD Price:	\$24.98 S.R.P. includes ten extra short films about the ukulele
Total Running Time:	+/- 80 minutes
U.S. Rating	Not Rated

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www.kalaukulele.com 877 853-3853

KALA BOOTH #1328 AT NAMM