FOR IMMEDIATE RELEASE, PLEASE
November 5, 2022 through January 31, 2023

Contact Info:
Devon Farr
(310) 403-3159
Melanie@GetStartedPlayingUkulele.com

Boomers Connect to Music and to One Another at
Get Started Playing Ukulele Worldwide Grand Opening
Melanie Kareem's Teaching Method and On-Line Lessons Take Off

As promised! The joyful style and proven methods of ukulele teacher Melanie Kareem are now available every day to the whole world, or at least to those who click a Zoom link at 2:00 pm Pacific Standard Time.

A successful soft launch thoroughly tested the songs, teaching materials, and functionality of Melanie's daily, on-line, live ukulele lesson; concluding that, yes, seniors are soon strumming to the hits of their generation, making new friends, and staying sharp by learning a new skill — even those without a lick of prior musical experience.

Grand opening celebrations commenced November 5 at a Fall Dinner in Topanga Canyon, California (Kareem's home base) for the Canyon Sages — a social and service organization designed for the community's older residents. Enthusiastic beginners learned chords on the spot, thanks to the "colored sticker dots" corresponding the Get Started Playing Ukulele "Large Print" song sheets to the ukulele fretboard — the backbone of "the Melanie Method," which gets folks strumming right away.

The press and public are invited to special events that will fête Kareem's entrepreneurial venture scheduled throughout the holiday season, including: a live virtual ribbon-cutting ceremony, class broadcast, and studio tour; and outreaches to veterans and Ukrainian refugees. Check www.GetStartedPlayingUkulele.com for details.

The first hundred students to sign up will receive special gifts, including 7 days of free lessons, a free Starter-Kit valued at $10 (that's the colored sticker dots and more), a chance to win a $350 ukulele in a drawing to be held January 31, 2023; in addition to mastering 50 epic songs after a year of practice.

A subscription to Get Started Playing Ukulele brings a live, daily ukulele lesson and cheerful company to seniors and homebound adults, for only $47 month. Sign up **today** to support a local

entrepreneur by Small Business Saturday, and to be strumming holiday tunes in time for Hanukkah and Christmas.

"Chris from Chicago," a student for over two years, writes, *"Learning strums and chords is fun and exciting. Melanie's enthusiasm and patience enables me to express my enjoyment of music."* Another student, "Gazi," extols her ukulele lessons in a haiku:

Classes everyday
Always learning something new
Melanie brings joy

Begin the free trial at GetStartedPlayingUkulele.com, or call (310) 403-3159.

For over thirty years, the hallmark of Melanie Lawson Kareem's acclaimed career is her dedication to helping individuals become their best selves through the arts, especially singing, dance and ukulele. The Covid Pandemic motivated Kareem to keep everybody's spirits high by broadcasting a daily, on-line lesson, the origins of Get Started Playing Ukulele. As of November 2022, Melanie Kareem has broadcasted 900 live ukulele classes.

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Please link to the Get Started Playing Ukulele Press Kit for videos, photos, and more.

#UkuleleJoy #GiftsForSeniors #SmallBusinessSaturday #GetStartedPlayingUkulele