

Celebrate Your Music with Yamaha Contest



Yamaha and Disneyland have teamed up for a musical promotional event entitled Celebrate Your Music. Taking place October 22 until December 31, people are encouraged to compose their own personal version of Disney's classic song "It's A Small World".

Contestants are able to download sheet music and optional backing tracks to create their musical masterpiece. When completed, they upload their tune to the site and get their friends and fans to vote for them to win.

The prize package, which makes a Disney dream come true during The Year of a Million Dreams celebration, includes a two-night stay at a Disneyland® Resort hotel, air and ground transportation, four 3-day Park Hopper® Tickets, a Yamaha instrument (\$2,000 retail value), a four picture Disney Photo Pass, a meet and greet session with a Disneyland® musician and a VIP tour of the Disneyland® Resort.

www.yamaha.com/celebrate

The Yamaha Hub has been given a fresh new Disney style to correlate with the promotion. As of November 25, there have been 80 personalized video/audio entries submitted. Total page views for the promotion (including banners, videos, podcasts, etc.) is up to 350,000. There have also been 9,500 users that have clicked through or directly navigated to the Disney micro-site.

Yamaha is the official supplier of musical instruments to the Disneyland® Resort.



(Report: Mr. Kurt Witt, YAMAHA Corporation of America Band & Orchestral Division)