

## Piano News

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### Laila Biali Promotes Yamaha



June 18th, Vancouver Canada - Popular young Yamaha Canada artist Laila Biali was featured at the recent Vancouver Jazz Festival, and Yamaha Canada together with Tom Lee Music took advantage her presence by organizing a simple, yet very effective, promotion for Yamaha pianos.

They targeted educators, and Laila performed in front of over 70 piano teachers and students. This is a great example of combining artist relations with marketing, and with a proactive dealer in the mix.

Laila demonstrated how much fun music can be, and made a strong appeal for the beautiful sound of a Yamaha acoustic piano as she sang and played for the appreciative audience. And she finished the evening with a Disklavier demonstration. Many of the guests stayed afterwards to meet with Laila and try the pianos

Tom Lee Music of Vancouver has a strong web presence, and they recorded the evening placing three videos on Youtube to reach Laila's many fans who weren't able to see her at the shop. We congratulate Richard Howland of Tom Lee and the rest of his staff, as well as Jun Fujimoto and the others at Yamaha Canada on this well planned—well carried out—promotional activity.

Laila singing at the piano

<http://www.youtube.com/watch?v=V4GwVED5xMw&feature=related>

A more piano focused demo

<http://www.youtube.com/watch?v=8J-dGzgX7UE>

The Disklavier demo

[http://www.youtube.com/watch?v=shkRBnA6\\_I4](http://www.youtube.com/watch?v=shkRBnA6_I4)



### Laila Biali

Pianist, composer and singer Laila Biali is taking the jazz world by storm. Winner of both Keyboardist of the Year and Composer of the Year in the Canadian National Jazz Awards, she has appeared at jazz festivals around the world including the US, Europe, and South America.

Her musical style is original—upbeat yet down-to-earth—and her classical piano roots are evident in her skills as a composer.

Visit Laila's website:

<http://www.lailabiali.com/>