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## MUSICALLY MINDED FAMILIES ARE INTRODUCING LITTLE ONES (KEIKI IN HAWAIIAN) TO THE UKULELE

*Wow Factor: Strumming The Four-String KeiKi Ukulele  
Is So Much More Fun Than Playing Piano's Two Finger Chopsticks*

Tempe, AZ (September 6, 2019) – According to *Parade Magazine*, Taylor Swift, Pete Townsend and Dwayne “The Rock” Johnson are today’s biggest stars who enjoy playing the tiny stringed instrument, the ukulele. Now music minded families can purchase one without breaking the family budget with the arrival of **KeiKi Ukuleles™** (\$29.95) in four smart colors.

Musicians and music teachers have noted that the learning curve for the ukulele is much easier than that of the guitar. Within a few days of practice, you can start making music and playing songs. The tension of the strings is lower on the ukulele, and there are fewer strings to manage, making it easier for beginners to play!

Hawaiian musician Israel Kamakawiwo'ole's beautiful version of *Somewhere Over The Rainbow* is one of the most popular ukulele songs of all time. The song is so beautifully played and sung that every ukulele player will make it a goal to master it!

Look for the **KeiKi Music** in four different color choices online and in stores this season as back-to-school and almost-holiday-shopping season coincide. Birthday presents don't get any more of the wow factor than opening a ukulele in front of friends and family! Each KeiKi instrument comes with an electronic tuner, a carry case, a learn-to-play guidebook, one strap, 4 retro stickers, and 2 picks.

### **KeiKi Ukuleles • Ages 5+ • \$29.95**

The word “KeiKi” is Hawaiian for “little one” and KeiKi Ukuleles are designed for your little ones to learn to pluck, strum, and play along to their favorite songs! Whether a beginner or a master musician, this small instrument is sure to rev up free time in a delightful way! Comes with a digital tuner, carry case, strap, guidebook and even some fun retro stickers! Choose from four colors: Sandalwood, Sunset Red, Seafoam Green and Pacific Blue. Aloha!



### **About Salus Brands LLC**

Salus Brands is dedicated to creating fun, imaginative, and creative toys that inspire kids of all ages. We study the latest trends to design and manufacture the best, most unique toys on the market. Salus Brands strives to provide quality products and superior customer service, while continuously innovating with new, distinctive designs. For children who love pretend play, our PopOhVer®, a TOTY '19 nominee and multiple award winner, proudly inspires communication, sharing, and many other valuable lessons, while being cute and compact. Our Original Super Cool® Compounds are the latest in sensory toys with unique colors representing unicorns, dinosaurs, llamacorns, and more! We've also created slime and putty to accompany both Jurassic World: Fallen Kingdom® and How to Train Your Dragon: The Hidden World®. Or if you are enjoying the sun, sand and the beach, check out the latest from Coconut Float®. Salus Brands, named for the Roman goddess of well-being, health and prosperity, has offices in the US, Canada and Australia.