

OH YEAH DAY
International Day of Classic Jazz
www.OhYeahDay.com



WHAT IS "OH YEAH"?

Oh Yeah simply means YES to life: it is the feeling when you have nothing to say but "Oh Yeah"; as a compliment at a concert, or when you taste a great wine or see a beautiful woman. Whoever has experienced such a feeling once, is seeking for it over and over again. The Oh Yeah feeling came to the surface first through jazz, the music of liberty, and then spread around the world. Experience this feeling at the 100th anniversary of Louis Armstrong, on the 4th of August. Oh, Yeah!

WHY CLASSIC JAZZ?

Oh Yeah is the essence of life. It is the joy of life, expressed with absolute simplicity that everybody understands and it means the same everywhere in the world. Most people associate the expression with Louis Armstrong, King of Classic Jazz. He was the one who regularly used this simple but very meaningful expression in his music. The Oh Yeah feeling helps everyone to forget about everyday problems and even economic crisis and war become secondary. The joy of life represented and expressed by Armstrong has not changed at all and, although all musical styles have their own "Oh Yeah's", classic jazz is the only one that essentially remain the same and it's still on the surface. And the same Oh Yeah feeling has been delivered by later musical styles, too, including blues, rhythm and blues, rock'n'roll, rockabilly, funky. This was the source for Elvis, the Beatles and the hippy era. This is a feeling that will remain with us forever and for what we will always desire, with or without music. Even if we might not know that the source is Classic Jazz and Louis Armstrong. Let's make Armstrong's 110th birthday the first Oh Yeah Day, International Day of Classic Jazz! Oh, Yeah...

HOW TO JOIN?

As Supporter:

Supporting the idea requires no financial aid, it simply means that someone understands and agrees the aim. Whoever gives his/her data (name, email address, country) on the www.OhYeahDay.com website, becomes a Supporter. Supporting is also possible by clicking the “Like” button on the www.facebook.com/OhYeahDay page.

As Main supporter:

Whoever sends on our Invitation to a mailing list that includes at least 1000 music lovers, or helps us tremendously in any other way (media connections, event organizations etc.) and lets us know, will be included within the Main Supporters. The circular should include the text displayed on the www.OhYeahDay.com website (we can send it in .doc or .pdf format by request), with a personal recommendation if possible. Main supporters could be both individuals and institutions (bands, festivals etc.).

As Patron:

Patron could be only such famed person or institution (society, museum, festival), well-known in musical life, whose name generates media interest, and/or whoever, through its/their own channels, draws attention to the Oh Yeah Day movement and encourages partners/fans/readers to participate. Founder of the movement, Dr. Tamás Ittzés has the right of naming the Patrons.

As Sponsor:

Oh Yeah Day movement is absolutely non-profit, it basically coordinates the achievement of independent event organizers and musicians towards fulfilling a common goal. Spreading the idea worldwide obviously means that there are necessary expenses, too (mainly on the marketing and organizing field). Initial expenses are covered by the Kecskemét Jazz Foundation and its chairman, Oh Yeah Day founder Dr. Tamás Ittzés. Sponsors must help covering either marketing expenses (website, media, printed material) or organizational expenses of independent Oh Yeah Day events. Sponsorship sums can be varied. The www.OhYeahDay.com website and our Facebook page displays the name and logo of only those sponsors who/that help to cover the common expenses of the movement or the organizational expenses of independent Oh Yeah Day events/concerts with at least 5,000 USD. Sponsors have advertisement space according to the largeness of their support.

As Venue:

Any venue that organizes an Oh Yeah Day concert or event (open day, exhibition, Oh Yeah contest etc.) on the 4th of August or at the closest weekend can join. Those events will be displayed on the website and the Facebook page and all events we know of will be communicated to the media, too. All events included in the programme must display an Oh Yeah Day logo and at least at the beginning and end of the event an “Oh Yeah” must be sung with massive audience participation. The way to sing “Oh Yeah” can be downloaded from www.OhYeahDay.com

As Band:

Any band can join that gives a concert on the 4th of August in the spirit of Louis Armstrong and that sings an “Oh Yeah” with massive audience participation at least at the beginning and end of the event. The way to sing “Oh Yeah” can be downloaded from www.OhYeahDay.com

Media:

One of Hungary’s leading television channels will broadcast a 4-hour programme of Oh Yeah Day in October and others will include short interviews and reports in the news. We encourage everyone to step on it and try to squeeze out the best of Oh Yeah Day in his/her home country and reach the local media as much as possible.

What to do on the 4th of August?

The events included in the Oh Yeah Day programme must display the Oh Yeah Day logo (it can be downloaded from the website), an “Oh Yeah” must be sung with massive audience participation at least twice (at the beginning and at the end of the event) as indicated on the www.OhYeahDay.com website. Local and domestic media must be informed. Common „Oh Yeah” recordings can be uploaded on the Oh Yeah Day Facebook page.

Other:

Banners and T-shirts with the Oh Yeah Day logo can be ordered. Founder Dr. Tamás Ittzés has all rights of the Oh Yeah Day logo (designed by Róbert Tordai, ZAP Design) thus he can give or deny permission to the use of the logo.

Further information:

Dr. Tamás Ittzés

Address: H-6001 Kecskemét, Pf.652., Hungary

Phone: +36(20)960-7169

E-mail: info@ohyeahday.com

Website: www.OhYeahDay.com