

## **Mel Bay Publications and Rozanna's Violins Join Forces to Delight and Engage Violin Students**

*By Rozanna's Violins and Mel Bay Publications*

*Dated: Jul 21, 2011*

*Mel Bay Publications and Rozanna's Violins proudly announce a collaborative distribution effort to engage and delight young violinists with wonderful artistic violins and specially chosen educational materials -- perfect for rock, jazz, and folk.*

Mel Bay Publications, a producer and distributor of countless books, DVDs, CDs, accessories and OnDemand video downloads, and Rozanna's Violins, a designer of delightful decorated violins for students and people of all ages, are proud to announce they are joining forces in a collaborative distribution effort to engage and delight young violinists with wonderful artistic violins and specially chosen educational materials that together are a perfect fit for both traditional orchestral and alternative styles of string playing including jazz, blues, rock, and bluegrass.

For many years, Mel Bay Publications has led the way in the music publishing world for alternative music styles including classical, jazz, bluegrass, rock, blues, folk, celtic, and others, with numerous publications geared for the budding violinist. While many educators are just beginning to embrace teaching alternative musical styles in addition to classical music, Mel Bay has understood the importance of these musical genres for years, providing the music and instruction to musicians the world over.

Similarly, Rozanna's Violins is also leading the violin world in creating instruments that engage the young player's imagination and delight their senses, thus motivating them to play more music. Indeed, our high quality violins are the very latest, cutting-edge educational tools to motivate and promote musical learning. If we can motivate even a few children to play more, to 'get over the hump' of learning the violin, then our company will have accomplished its core mission. Recently featured as an innovative new product in Strings Magazine, Rozanna's Violins provides instruments that inspire creative possibilities for 21st century musicians.

### **Embracing Change and Alternative Styles of Music**

While orchestras and chamber ensembles will always have their place in the music world, musicians and their audiences have a greater and greater appetite for the world of alternative styles of music like rock, jazz, blues, and bluegrass. Mel Bay Publications and Rozanna's Violins understand this, and this is one of the main reasons we have joined forces to deliver a unique and innovative violin outfit with specially chosen educational materials that are aimed at embracing jazz, pop, rock, bluegrass, and other alternative styles.

### **Learning collectability from the guitar industry.**

There are many reasons the guitar industry has steadily maintained the top earner ranking in the musical instrument industry, with the influence of popular culture a clear driver. But companies like Fender and Gibson have figured something out that the violin industry has not: namely that it is possible to create a product that perpetuates the consumer's impulse to collect! We believe different colors, different styles, different designs, electric, acoustic, and other combinations can all increase the violin consumer's appetite, even among the youngest of musicians!

### **More technical details about Rozanna's Violins.**

We took extra care and expense in fashioning our violins so that they are a high quality instrument and a great value for the price! Rozanna's Violins are attractive, shop-adjusted violins that exceed MENC quality standards. These violins, with lovely sound, were made from nicely flamed wood aged six years, feature

exceptional artwork rendered by top artists, and are affordable to customers everywhere. The front is solid spruce, the back, sides and scroll are nicely flamed maple. Violins include inlaid purfling and a nicely cut bridge. Genuine fine quality ebony fittings are used for the fingerboard, chinrest, pegs and tailpiece. Includes fine quality strings. Our genuine Brazilwood bow has real horsehair, leather and silver wrapping, and pearl eye, and features an ebony frog octagonal stick for extra power. The octagonal case is lightweight yet durable, and has a blanket, interior accessory pocket, exterior music pocket, and back pack straps.

Mel Bay Publications and Rozanna's Violins are confident our new partnership will promote continued interest in string playing among younger players, delighting their senses and stimulating their imagination, as they pursue both traditional orchestral and non-traditional styles of music with this lovely violin outfit and carefully selected educational materials.

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#### About Mel Bay Publications, Inc.

Established in 1947, Mel Bay Publications produces and distributes a wide variety of instructional music books, DVDs, CDs, accessories and now Mel Bay OnDemand video downloads and e-books, which cover almost every type of instrument including: guitar, mandolin, banjo, ukulele, dulcimer, harmonica, fiddle, percussion and more. Offering instructional materials for the most diverse and selective musicians, Mel Bay's titles represent a number of musical styles including: classical, jazz, bluegrass, rock, blues, folk and others.

#### About Rozanna's Violins

Rozanna's Violins designs and sells violins with beautiful artwork and playful decorations that inspire and delight students. These violin outfits are the latest, cutting edge educational tool. Available at fine retailers and [www.RozannasViolins.com](http://www.RozannasViolins.com)

Category	Education, Music, Publishing
Tags	"mel bay", "rozanna's violins", student violins, "children violins", color violins, colored violins
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State/Province	<a href="#">New York</a>
Zip	10024
Country	<a href="#">United States</a>



# Rozanna's Violins Proudly Presents *Designer Violins*

[www.rozannasviolins.com](http://www.rozannasviolins.com)  
[RozannasViolins@gmail.com](mailto:RozannasViolins@gmail.com)  
877-464-5927

# Rozanna's Designer Violins: Spring 2011 Collection



**Rozanna's Violins'** mission is to provide instruments that **inspire creative possibilities** for 21<sup>st</sup> century musicians. **Children delight** at the aesthetic beauty of the violins, and their **cutting-edge appeal** lends themselves to many alternative musical styles including Jazz, Country, Pop, & Rock. Further, we are committed to making our stringed instruments **affordable for all**.

**Market excitement** for these beautiful violins has been growing. **STRINGS Magazine featured** these violins as "*Just right for budding violinists*" in their March 2011 issue. Rozanna's Violins had a successful presence at NAMM, ASTA, and MENC industry conferences in 2011. The firm has **national customers** including retailers, distributors, and a major publisher.

We believe in the '**collectability**' mentality of the very successful guitar industry, and with **new models** coming seasonally, Rozanna's Violins musicians will look forward to buying their next *Designer Violin* as much as they do their next violin lesson, jam, or performance!

[www.RozannasViolins.com](http://www.RozannasViolins.com) 877-464-5927



# Rozanna's Designer Violins: Key Attributes



We are proud to carry our cutting-edge **Butterfly Dream** and **Sunflower Delight** violin outfits. These attractive, shop-adjusted violins, with **lovely sound**, were made from nicely flamed wood aged six years, feature exceptional artwork rendered by top artists, and are **affordable** to customers everywhere. The front is **solid spruce**, the back, sides and scroll are **nicely flamed maple**. Includes inlaid purfling and a nicely cut bridge. Genuine fine quality ebony fittings is used for fingerboard, chinrest, pegs and tailpiece. Includes fine quality strings. Our genuine Brazilwood bow has real horsehair, leather and silver wrapping, ebony frog and pearl eye. Comes with ebony frog octagonal stick for extra power. The octagonal case is lightweight yet durable, and has a blanket, interior accessory pocket, exterior music pocket, and back pack straps.

- Sizes: 4/4, 3/4, 1/2, 1/4, 1/8
- Butterfly Dream available in Natural Wood, Lavender, or Fuschia
- Sunflower Delight available in Natural Wood, Pink, and Green
- Nicely flamed wood aged 6 years
- Deluxe artwork created by top American designers
- Front is solid Spruce; Genuine Maple back, sides, scroll
- Fine quality ebony fittings: pegs, fingerboard, chin rest & tailpiece
- Fine quality strings
- Genuine Brazilwood octagonal bow with real horsehair
- Leather & silver wrapping plus pearl eye
- Handsome lightweight case, velveteen interior with pocket, blanket
- Attached music pocket, leatherette handles, and backpack straps

**LIST PRICE 4/4: \$399**

[www.RozannasViolins.com](http://www.RozannasViolins.com)

877-464-5927

# Rozanna's *Designer Violins*



Coming: 'Mystic Owl' Outfit

- **Building Great Relationships with our Customers.** Only one year ago we launched our first *Designer Violins* and since then we have customers including national retailers like *Sam Ash*, national distributors, and even a major music publisher. We have seen that our *Designer Violins* can give a solid boost to retailers and rental programs everywhere. You will have this confidence too when your young customers' eyes light up with delight upon seeing these violins. We are topping it off by offering great deals to you, our customer.
- **Learning Collectability from the Guitar Industry.** Top earner guitar companies like Fender and Gibson know something that the string industry doesn't: namely that it is possible to create a product that perpetuates the consumer's impulse to collect! We believe different colors, different styles, different designs, electric, acoustic, can all increase the violin consumer's appetite, even among the youngest of musicians!
- **Latest Cutting-Edge Educational Tools.** Our high quality violins are the very latest, cutting-edge educational tools to motivate, promote, and inspire musical learning .
- **New and Forthcoming Designs.** Beginning with our 'Butterfly Dream' and 'Sunflower Delight', we are soon to launch 'Mystic Owl', 'Flower Power', and 'Noble Ninja'. In coming seasons, we will have new designs, new colors, and many more reasons to buy Rozanna's *Designers Violins*.

# Strings Magazine: Feature March 2011

STUFF | NEW PRODUCTS



ALL THINGS  
**STRINGS**  
VIOLIN • VIOLA • CELLO • BASS • FIDDLE

## Just Right for Budding Violinists **DELUXE SUNFLOWER DELIGHT VIOLIN OUTFIT**

Deluxe Sunflower Delight Violin Outfit features:

- Sizes: 4/4, 3/4, 1/2, 1/4, 1/8, 1/16
- Solid spruce top, highly flamed and aged maple back, sides, and scroll
- Custom transparent varnish
- Ebony fittings, including pegs, fingerboard, chin rest, and tailpiece
- Fine quality strings
- Deluxe artwork created by top American designers
- Brazilwood octagonal bow with real horsehair, and leather and silver wrapping, plus a pearl eye
- Lightweight oblong case with silver velveteen interior, with a blanket and roomy interior pocket
- Attached music pocket plus backpack straps
- \$499 (MSRP)

[rozannasviolins.com](http://rozannasviolins.com)

Rozanna's Designer Violins—the brainchild of violist, recording artist, performer, composer, and entrepreneur Rozanna Weinberger—has introduced the **Deluxe Sunflower Delight Violin Outfit**. Made from highly flamed, aged wood, the student violin features fanciful artwork rendered by American artists.

“All my colleagues concur that instruments such as these delight children, even without having to ‘get them to practice,’” Weinberger notes.

The Sunflower Delight outfit is part of an eye-catching product line that features several imaginatively painted student violins, including the Butterfly Dream Fuschia model and Twinkle Star blue violin.



# Sunflower Delight Violin Outfit

Sunflower Delight  
Models #SSB5044,  
#SSG5044, #SSP5044

- Natural Wood
- Pink
- Green

Sizes include  
4/4, 3/4, 1/2, 1/4, 1/8





# Butterfly Dream Violin Outfit

Butterfly Dream;  
Models #BSN5044,  
#BSF5044, #BSL5044

- Natural Wood
- Lavender
- Fuschia

Sizes include:

4/4, 3/4, 1/2, 1/4, 1/8



# Flower Power Violin Outfit



• Flower Power; Model #FSN5044



# Rozanna's Violins: Coming Fall 2011



**Flower Power**

**Electro Lion Hearted**

**Mystic Owl**

**Mystic Owl  
in Midnight Blue**

**Noble Ninja**

[www.RozannasViolins.com](http://www.RozannasViolins.com) 877-464-5927



# About Rozanna

**Rozanna, Founder**, a Julliard trained violist, is a multifaceted musician and entrepreneur. Rozanna's work reflects her belief that music is a powerful influence on a child's development. Rozanna produced a U.N. workshop for 1500 youth entitled 'Where There is Life There is Music'. Rozanna has served as a music consultant for both the HEAD START program in NY, and for the New York Pops Music Educational Outreach Program, helping develop curriculum for young minds. Musically, Rozanna has steadily forged new ground while attracting diverse audiences. Recently signed with Arabesque Recordings, Rozanna was once featured as artist of the week for Strings Magazine online. Rozanna has played for the Crown Prince of Japan and accompanied singing great, Madeleine Peyroux at Carnegie Hall. Whether producing the music videos Chromatic Fantasy or Sweet Thunder, performing at Jazz Au Bar with Kim Garfunkel, at a world music concert at SOB's, or headlining the Worldwide Plaza accompanied by the Indie band SEER, this unique violist of the 21<sup>st</sup> century, wins high acclaim:

*The San Francisco Examiner "...magisterial..."*

*American Record Guide "...breathtaking virtuosity..."*

*Village Voice "heart-touching sincerity...unabashedly romantic.. soulful..."*

*Chicago Sun Times "bravura performance...merits an Orchestra Hall invitation."*

*Chicago Tribune "...breathtaking virtuosity..."*

**Craig Berger, CEO**, works with Rozanna in a managerial and strategic role. Craig is also an equity research analyst, and has received industry awards from Forbes.com, ThomsonReuters Starmine, and is a frequent TV guest on CNBC, Bloomberg, and others.

