



www.flightmusic.com

NEWS RELEASE

info@flightmusic.com

Flight releases Concert Travel ukulele in collaboration with YouTuber U Can Uke

U Can Uke is one of the fastest growing ukulele channels on YouTube, having accumulated more than 430,000 subscribers since May 2017. The channel provides easy-to-learn song tutorials and play-along videos and is now offering a signature ukulele in collaboration with Flight Music.

This U Can Uke signature piece is Flight's first ever concert-size travel ukulele launched in the US. It features a neck and fingerboard made from ABS plastic—allowing the ukulele to be a durable and light option for travel, and unable to bend or warp through various weather conditions. The signature model also contains a single strap button, and comes with a blue denim-colored gig bag.

One of the more fun characteristics about this ukulele is the soundboard design, which was crafted by one of U Can Uke's fans. Matt adds, "It's an honor to partner with Flight in releasing their first ever concert-size travel ukulele. I love the open tone that it provides and am excited that this instrument proves to be durable no matter where you take it. Thank you all for the support that you have shown me on my channel, and to my friends at Flight music for always having my back. We are all on some kind of journey, and I'm glad that we have the ukulele and social media to help bring our paths together 😊"

The ukulele is priced at \$74.99.

Interested retailers may call Hal Leonard at 1-800-554-0626 for more information.



www.flightmusic.com

NEWS RELEASE

info@flightmusic.com

Assets:

https://drive.google.com/drive/folders/1CQQEVaxcrXcb7GUiyC7ARTLc5GI8zu_j?usp=sharing

About Flight ukuleles:

Based in Slovenia, Flight has grown into an international brand that is distributed all around the globe. Flight is a company with a young and energetic vibe, a distinct style, and an intentional focus on the image of the brand. The brand utilizes social medial platforms and collaborates with various online personalities. As a result of these efforts, Flight ukuleles have become trendy, well-received, and in demand. Flight is currently the biggest ukulele brand on Instagram and has an active online community. While Flight is recognized for its innovative Travel Series of ukulele, the company continues to expand its offerings for all levels and demographics of players.