

The Zoosemobile is practically guaranteed to enhance any event by engaging the crowd and helping to create feelings of wonder and awe by its mere presence. From past experience in public events we know this to be true. Here is an opportunity for you to enhance your event and engage crowds of all ages and backgrounds. The following is a recommendation letter that summarizes the energy that the Zoosemobile brings to any event.



Linda Walas

To Whom It May Concern:

*My name is Linda Walas and I am on a committee for an annual event we hold each year in Brighton, Ontario in September. It is called Applefest and we just had our 43<sup>rd</sup> year of this celebration. We have a Street Fare with over 150 vendors, a Car Show, a Parade, a Free Children's Village and Helicopter Rides. Everyone in the community gets involved and helps to make this event a success.*

*This year we added a few different things to our Children's Village and one of them was the Zoosemobile... Instant success with the children. For hours the kids played the drums, and some of them, along with their parents got to ride this wild looking bike. At times there were over thirty kids waiting to take their turn.*

*We asked him to join us in our parade. With a little persuading we had the Mayor of Brighton, Mark Walas and Our MPP, Lou Rinaldi drive the Zoosemobile along with Phil and some children playing the drums; two local Fire Fighters, in great shape, pushed from behind. The crowds loved it.*

*I would highly recommend adding the Zoosemobile to any community event... you can't help but smile when you see it coming*

## **The Zoosemobile**

- La Presse: "It is like being in a party at Salvador Dali`s."
- McLean`s Magazine, "Stomp meets Dr. Seuss."
- Charlie Hill, Curator of the National Gallery, Order of Canada: "Machine of Joy"
- The Toronto Voice: "WILD, WACKY & INVENTIVE: It was a great day for kids when the Families in Motion Parade took to the street, to flaunt their 40 plus decorated bicycles, led by the Subtonic Monks,

Dr. Seuss-style cycle with platform and drums."

- Arts Foundation of Greater Toronto, Arts week.: "We'd been looking for something 'Different', if you know what I mean. We had the taste in our mouths but couldn't identify what it was. We already had Beautiful, Unusual, even amazing but we knew there was just something missing... something magical that would just "turn up". And there you were, right out of the blue, right when we needed you. No fuss, no mess, and great entertainment!"

## **Educational component**

Recently, a sound system has been added to the Zoosemobile, and we have found a DJ. Mammad has a vast musical experience both in University and at percussion gatherings; a passion for the rhythms of international music.

Mammad will bring participants into the cultural settings and rhythms from around the world, getting people to connect with the similarities and differences from other worlds.

## **Benefits of Drumming**

### **Reduce Stress**

Playing drums can relieve frustration, disappointment and stress. Playing for just a few minutes can boost your mood.

Similar to a "runner's high," drummers' brains release feel-good endorphins immediately after playing. The physical stimulation of drumming and the sound vibrations that resonate through every cell in the body stimulate the release of negative emotions.

## **Boost Brain Power and Increase Academic Performance**

You are required to use both sides of your brain simultaneously. This type of brain activity can improve an individual's IQ level.

Learning drums can boost academic performance especially in math; after all, drummers have to count! Drumming can also help students learn fractions, frequencies and intervals.

## **Motor Skill Development**

Playing the drums requires a synchronicity between the brain's visual encoding and the body's muscular coordination. Research shows that drummers are better able to control their motor functions, possess a higher degree of dexterity, are better at activities that require steady hands, and have the ability to react quickly.

Drumming demands the coordination of both fine and gross motor skills, mental speed, listening ability and the ability to automate movements.

## **Get Fit**

Nothing gets your adrenaline flowing like playing the drums! A drum practice session is a great way to break a sweat while having fun.

Drum students burn an average of 270.4 calories in 30 minutes just by playing the drumkit and moving to the beat.

## **Drumming and Dance**

Dance is an important skill to have for courting a partner, learning intimacy. Drumming is a type of dance in which making an error is not such a crisis.

## **Develop Confidence**

Drumming is powerful. To be successful, drummers must learn to play dynamically: loud and soft. The act of playing a loud beat takes guts and confidence.

In the act of learning the instrument, drummers develop a growth mindset. That is, you must believe that you can learn challenging parts by starting slow and breaking them down. The skill of breaking complex tasks into manageable parts carries over in many areas of life. Believing you are able to learn difficult material is crucial to overcoming obstacles both in music and in life.

## **A Therapeutic Tool**

The physical sensory nature of drumming provides a unique aesthetic experience. Recent research indicates that drumming accelerates physical healing, boosts the immune system and assists in releasing emotional trauma. Drumming has a positive effect on anxiety, grief, fatigue, depression and behavioral issues.

While drumming children strengthen their ability to focus and work on impulse control and decision making skills.

### **Self Expression**

Playing the drums can help people express themselves and get in touch with their emotional state. Drumming helps us connect to our core, enhances our sense of empowerment and stimulates our creative expression.

### **Intuition**

The art of improvisation is used by many musicians to explore domains they have never experienced before. To improvise, one must be able to tune into other players so well you intuitively know what they will play before they play it. An essential skill in sports, driving a car and virtually all other social activity

### **Make New Friends**

When you learn how to speak drums, the opportunities to meet new and interesting people grow. You may find yourself forming your own band or joining a percussion ensemble.

### **Lifelong Learning**

You can be a drummer at any age. Once you start, you can keep drumming as long as you want. Learning drums will enhance your life well beyond your first few lessons, and as long as you never stop learning, you will have endless opportunities to improve, perform, and be the best musician you can be.

### **Be in the Present Moment**

When one plays the drum, they are placed squarely in the here and now. One of the paradoxes of rhythm is that it has both the capacity to move your awareness out of your body into realms beyond time and space and to ground you firmly in the present moment.

### **The Bicycle Revolution**

Encouraging the public to get on a bicycle, instead of getting into their car, will have a profound effect on the health of the planet and its citizens. The first form of transportation for children, after walking, is the bicycle, a vehicle which changes/expands their world.

The Zoosemobile is a vehicle, is a bicycle, beyond imagination, into the dream-world of Dr. Suess and Alice in Wonderland. More eye-catching than a Ferrari, yet built out of household and industrial throw-aways. Kids are magnetized to it because now they have a stage, free to play their hearts out with other performance enthusiasts. Collective play with no judgment.

## **What benefits would there be to having music from different parts of the world?**

Toronto is known to be one of the most diverse multi-cultural cities in the world. Commonly people in this crowd reading this or listening to it live are also coming from diversity so we feel that its important to share music from different parts of the world to both educate people about certain music they perhaps didn't know even existed but they like how it sounds, or are curious to how its put together, and we can break this down if questions arise!

## **Why Is Music Important To Culture?**

In all different languages, at its most basic level music can help us learn. Music also **helps us communicate** and it's how we express ourselves. Communication is key in all cultures and by putting on a show and song it can help to express how people really feel. Communication can become easier with the power of music.

## **How does music relate to culture?**

Music is an expressive language of culture. It often tells a story, expresses emotion, or shares ideas with a society. ... Music reflects the cultural characteristics of a society. For example, in America, big band music was used to express patriotism during World War 2. In the 60's, music was used to entice people to question the war in Indochina.

## **Why is music important in society?**

Music can promote relaxation, alleviate anxiety and pain, promote appropriate behavior in vulnerable groups and enhance the quality of life of those who are beyond medical help. Music can play an important part in enhancing human development in the early years.

## **Why is it important to listen to music from other cultures?**

Although most people have their own preference on the type of music that they enjoy listening to, each culture can agree that the **tunes are an important part of life with expressing ourselves as human beings**. By appreciating the art form, it makes it easy to unite and relate to others who are different than ourselves

<https://www.youtube.com/watch?v=oNtMXmvjGuY>