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Kids' Orchestra Spreads Holiday Cheer through Global Ode to Joy

FOR IMMEDIATE RELEASE

BATON ROUGE, LA (December 10, 2020) —To mark the 250th anniversary of Beethoven's birth this month, [Kids' Orchestra](#) (KO) is joining the Global Ode to Joy movement and premiering a special music video on December 15, 2020 at 12:00 pm [on YouTube](#) to spread the messages of positivity and hope that are so celebrated in Beethoven's music.

Originally conceived by Marin Alsop in collaboration with Carnegie Hall, Google Arts and Culture, and YouTube, [Global Ode to Joy](#) is an international digital project aimed at bringing unity, togetherness, and joy to communities across the world in a time when we need music more than ever.

"We hope that through Global Ode to Joy we can share the cheerful, festive feeling that Beethoven's composition encompasses and help spread joy during these uncertain times," said Larry Heard, KO's Program Manager and Instrument Inventory Manager.

Joining music organizations around the globe—from Beethoven-Haus Bonn in Germany to Taipei Music Academy & Festival in Taiwan—KO is teaming up with students and musicians across East Baton Rouge Parish to create a special celebratory compilation showcasing joyful photos and performances of Beethoven's famous "Ode to Joy" from his Ninth Symphony.

"Kids' Orchestra's vision is to bring Louisiana together through music. To that end, our Global Ode to Joy video will feature KO students, teachers, supporters, and staff as well as musicians from across our community, showing that music really does have the power to bring us together," said Brian Gallion, KO's Operations Director.

KO invites the public to join the Global Ode to Joy movement by sharing their own joyful photos and videos on social media with the hashtags [#GlobalOdeToJoy](#) and [#KOProud](#).

Watch KO's Global Ode to Joy video premiere at 12:00 pm on December 15, 2020 by visiting the organization's [YouTube channel](#).

Kids' Orchestra's programming is supported by the community, including the Capital Area United Way, Aetna for a Better Louisiana, The Arts Council of Greater Baton Rouge, the Louisiana Division of the Arts, and Rotary Club of Baton Rouge Foundation, among other partners and supporters.

About Kids' Orchestra

Kids' Orchestra's (KO) mission is to build a community of creative, confident, and socially engaged students through music education. KO serves elementary-age students across East Baton Rouge Parish and gives them the opportunity to study music, play an instrument, and perform in an ensemble. Learn more: www.kidsorchestra.org.

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