



## Adult Age Audiences

It can be difficult to find entertainment that is engaging, fun, and memorable yet doesn't give the impression that it is better suited for younger audiences or all-ages events. HOJA energizes adult crowds and gets them smiling, laughing, and enjoying themselves (sometimes in spite of themselves) with a show that is both familiar and unique at the same time.

The show really plays to the nostalgia factor – HOJA performs favorite songs from the 50's to the 80's from every type of music genre so that it's universally appealing. What makes it unique is that all of the sounds are created with just their voices. The audience often assumes that there's a band playing along and they're amazed to find out that all the sounds are being made by the singers. The show is also filled with great harmonies that adults of all ages appreciate and enjoy.

We do have the ability to tailor our show to relate specifically to young people, which can give the impression that we are particularly suited for all-ages events. However, our show was originally developed for corporate and professional events so that it appeals specifically to adults. All aspects of the show, including the song selection, stage banter, humor, and the way we relate to the audience goes over wonderfully with young adults all the way up to the baby boomers. The group does a little bit of barbershop and doo-wop so that even the more senior audience members feel there was something in the show just for them.

*“The annual ball typically draws a middle-aged crowd - with all types of individuals and businesses in attendance. With such a diverse crowd it can be difficult to please all in attendance; HOJA had everyone in the audience engaged, clapping, and even singing along! All in attendance were very pleased with HOJA's performance. The gentlemen from HOJA were a pleasure to work with and went out of their way to ensure the crowd they were entertaining would enjoy what they had to offer.”*

- Chelsea Wright, AREVA Resources, Canadian Institute of Mining, Metallurgy & Petroleum

*“Finding corporate entertainment that appeals to a wide variety of tastes can be a challenge. Our conference goers were treated to a repertoire that easily moved from doo-wop to country to top 40 rock. HOJA was worth every penny and delivered on what they promised – a professional, high-energy performance that absolutely hit the high notes with our crowd!”*

- Kim Browne, Saskatchewan Pork Development Board

*“Our Christmas party guests consist of two branches of Synergy Credit Union, our local Community Advisory Members, as well as Executive Management from Head Office. The youngest individual in this group would be 22 and the oldest would be 70 years old. We were looking for an event that would appeal to all individuals in this group, and the evening was a hit for all in attendance as people thoroughly enjoyed the performance. The group had lots of energy and reached all sections of the audience as they are extremely talented and entertaining.”*

- Jaime Larre, North Region Social Committee Member, Synergy Credit Union