

Global Ode to Joy



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Choose Joy • Give Joy • Share Joy

Help create a Global Ode to Joy with YouTube, Google Arts & Culture, and leading artists and cultural organizations around the world.

For Beethoven's birthday — and for a world filled with 2020-induced anxiety — the Google Arts & Culture YouTube Channel is collecting and sharing as many joy-filled videos as possible from **October 20–December 1** using **#GlobalOdeToJoy**.

The most compelling videos will be compiled and set to Beethoven's "Ode to Joy" Chorus performed by a crowd-sourced Global Orchestra and Chorus, with a powerful new text by the USA's poet laureate Tracy K. Smith.



Share Your Joy:

- Make an original video of 1-10 minutes that inspires joy, filmed horizontally in HD quality, 1080p.
- Upload it to YouTube with the hashtag #GlobalOdeToJoy.
- Share your videos and tag favorites using #GlobalOdeToJoy
- Tell your friends and colleagues about the project and ask them to participate, like and share.
- Find more information at www.globalodetojoy.com

Opportunities for Participants:

- Videos may be featured on Google Arts & Culture YouTube channel.
- Tagged videos may appear on GOTJ social media (Facebook, Twitter, Instagram).
- Join leading artists, creators, and cultural institutions through sharing and tagging #globalodetojoy
- And, of course, bring a little bit of joy into the world.



Go to: www.globalodetojoy.com for more information

JOIN US OCTOBER 20 – DECEMBER 1, 2020