

## **Salem band The Dejas to play Gulu Cafe to support canned food drive**

**Posted by Justin Rice**

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By Justin A. Rice, Town Correspondent

For the second straight year the Salem band, The Dejas, will perform at the Gulu Café to raise awareness for the Federal Street Neighborhood Association's food drive to benefit St. Joseph's food pantry.

The show will be on Friday with music starting at 9 p.m. There is no cover charge but the band asks that patrons bring canned food for the drive.

"We will be playing some Christmas songs and music you can sing along to," said Aaron Katz, who consists of half of The Dejas.

The band's other half, Callie Lipton, said they raised 100s of cans lasts year.

"We're asking people to bring in cans, that's it," she said. "Everybody just brought in a lot of cans last year so we're expecting a good turnout."

Salem's official Santa, William Legault will be at the event collecting cans.

The band also recently teamed up with Legault and Wolfmantis Production to make a viral You Tube video to promote the show and the food drive.

The video features Katz and Lipton talking about the event on the Salem Common while a pack of children chase Legault in the backdrop.

The video had more than 200 hits after it was posted earlier this week, according to Kevin Letourneau, who is also helping the band promote Friday's event.

"The goal is 1,000 hits by the end of the week," Letourneau said. "The purpose of the video is to create something fun and memorable for people to share online to spread the word. It's kind of like a virtual greeting card for Christmas.

"It's something we knew parents would want to share. It's a positive message. We knew the quickest way to get word out was to find something entertaining and engaging using people and places from the community. We hope it's funny and warm people's hearts."

Letourneau said cans can also be dropped off at 207 Highland Ave. at the Rear of the building.

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