

Choir bench

I don't know if you've noticed this too, but since I started singing with the Stadhuiskoor choir, I've noticed that choirs are often used in television adverts. Without too much effort, I can recall the advert featuring a lady who visits an audiologist because she can no longer hear the high C (or another note) in the choir. In December, we were inundated with adverts for a lottery in which a young man, perhaps even a tenor, is asked to sing a little less loudly because he is drowning out the rest of the choir, but fortunately he is allowed to sing his heart out when he is standing in the stands next to the football pitch. I'll see if I can spot any talent in the stands at Feyenoord. There are plenty of singers, but I wonder if they will all pass the screening for the City Hall Choir. At times (just before Christmas, for example), I sometimes wonder how I passed the screening at all.

In recent weeks, even long after Christmas, we have been inundated with an advert in which everyone sings the words "I wish", ultimately even by a huge opera choir. The message is that we should stop wishing and just start investing. The only thing I invest in is my sandwich, but that's probably not what they mean.

All these adverts did give me the idea of marketing ourselves. We could generate some income by offering our services as an advertising choir. Of course, we wouldn't do this for just anyone who came along. The inviting party would have to fit in with our name and our repertoire.

There are, of course, a number of obvious companies that could use our services, if we look at the titles in our repertoire:

A quiet place - Sauna or nature cottages

At the river - Boat tour company

Ein Jüngling liebt ein Mädchen - Dating Site

I like the flowers and The evening Primrose - Flower shops

The road home - ANWB Roadside Assistance

More logical for the Town Hall Choir would, of course, be the municipality of Rotterdam, although there are more places with a Town Hall, so there are plenty of possibilities. Possible songs would be The Mayor and the Crook and The Mayor of Candor*. Both are appropriate for the current mayor of Rotterdam and also for the previous one. I also found Serenata No 13 and Sol Mayor 'Eine kleine nachtmusik' II. Romanza, but I think Mayor has a different meaning here.

Of course, we could also cash in on the municipal elections on 18 March. Perhaps the new GroenLinks PVDA merger party is looking for a nice new anthem. Coincidentally, we are very good at singing Greensleeves.

Then there are six parties with only one seat. For these parties, we could sing 'One hand, one heart', but I think that would be ignoring their ambitions. I think they would prefer us to learn 'Two strong hearts'.

I don't know if the VVD wants to promote itself with 'Du hast Diamanten und Perlen', but for a hefty surcharge, that might also be a possibility.

Of course, we would prefer to sing 'Dona nobis pacem' at this time, but there is only one party that has Peace in its name, and that is Peace for Animals. There is a good chance that they will not participate in the local elections, and actually, at this point in time, we would prefer to sing for Peace for People, but I have not yet been able to find such a party.

What we would like to give every party and, in fact, all politicians worldwide (free of charge):

AVE VERUM

* Apologies for occasionally having to use the translation app.