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'Ooch' headed to Sandwich

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Courtesy photo

Brett Outchunis will entertain families at the Sandwich High School auditorium this weekend.

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By Paul Babin
SANDWICH BROADSIDER
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SANDWICH — Brett Outchunis, known to his friends and fans as "Ooch", is committed to bringing families together. "Ooch's Family Experience" is a one-man show featuring music, yo-yo tricks, dance moves, and bonding exercises for parents and their children. All proceeds will benefit the Sandwich Community School

"There are some fun surprises in the show where kids and adults will look at each other in a new way. Kids always look at their parents as parents. They often don't [consider] that they were ever kids and they might have something in common in that sense," Outchunis says.

Ooch's life lessons for kids include "finding your groove," "superpowers and finally revealing yours," and "learning to lose like a winner."

He says learning how to lose gracefully was a difficult lesson for him as a child. He identifies positive steps kids can take if they're the poor sport in their family.

"Growing up I was the sore loser, so I talk about that."

To overcome his own adolescent angst, Ooch turned to the yo-yo his father bought him when he was nine years old. He discovered his passion for the classic toy while attending a summer camp, and soon became known as "the yo-yo guy."

"From then on I was the yo-yo guy. It was just part of my identity."

Outchunis' yo-yo expertise eventually led to job with Yomega, a Fall River based company specializing in yo-yos and skill toys. For five years he traveled the world selling yo-yos and demonstrating tricks.

He recently traveled to England and Toronto to film commercials for the company.

He says those experiences convinced him to become a motivational speaker.

"Ultimately I was selling yo-yos, but I was realizing that I was connecting with kids in a really deep way."

Outchunis still maintains a relationship with Yomega most recently appearing at the Boy Scouts 2010 National Scout Jamboree celebrating 100 years of scouting.

Two thousand scouts set a world record by simultaneously yo-yoing for two minutes. They shattered the previous record set last year in Florida with 557 people yo-yoing for two minutes.

"It's definitely a world record. There's no question about that," Ooch says proudly.

Despite his impressive reputation for yo-yoing, Ooch insists he doesn't do it for the accolades. Yo-yoing remains his personal passion, and he encourages kids to find their own.

"I yo-yo and I love it. That's why I yo-yo. That's what I try to nurture in kids. I tell them 'You don't have to be the best at it. You just have to derive pleasure from it.'"

Ooch says performing his show is worthwhile when he sees parents and children interact in new ways.

"I want kids and their parents to leave that show with memories that they'll look back on fondly in their adult years. My goal is to present the adults and the kids in a different way so they really start to communicate as people and friends."

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