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Auditions for teen talent

KUALA LUMPUR: Berjaya Youth, an empowerment initiative by Berjaya Corporation Berhad, has launched the 2nd Berjaya TeenStar Challenge 2017.

Open to all Form 1 to Form 6 students nationwide, it aims to provide a platform for teenagers to hone their skills in the performing arts, while gaining experience through competing and interacting with others.

The event also aims to spur participants to eventually excel as singers, dancers or instrumentalists to enhance the country's talent pool.

This year, cultural dancing was introduced as a competition category to replace duet/group singing, as the former was considered more popular among students and to reflect the rich spectrum of Malaysia's diverse cultures.

At the event last year, more than 2,500 participants auditioned, with 1,115 qualifying for the preliminaries. The grand finals featured a spectacular competition with 142 performers in four categories.

- This year's categories are:
- ▶ solo singing;
 - ▶ cultural dancing (two to five participants);
 - ▶ modern dancing (two to five participants); and
 - ▶ band (four to five participants).

The prizes this year increased in value to more than RM50,000 from RM30,000 last year and includes trophies, cash and vouchers. The

prizes were contributed by Berjaya Starbucks Coffee Company, Kenny Rogers Rosasters, B Infinite, Berjaya University College of Hospitality, Wendy's, Borders and RadioShack.

The competition consists of three stages, with the initial stage being the roadshows and auditions in 100 schools in the Klang Valley, Selangor, Putrajaya, Negri Sembilan and Malacca. Outstation students may participate by visiting www.berjayayouth.com for details on submitting their audition videos.

The preliminaries will be held in July and to prepare participants, Berjaya Youth will organise technical workshops by artistes Tria Aziz, Amy Wang, Mohd Yunus and Becky Lee, who will also be judging at the preliminaries and grand finals in August.

Senior general manager of Berjaya Group Corporate Communications Judy Tan said: "We were heartened with the tremendous response. The enthusiasm and dedication of last year's participants were so infectious that the audience were totally engrossed and amazed. This is clear testimony of the desire of our youth to showcase their talent and express themselves in creative ways. We expect to see more hidden talent this year."

For more information, visit www.berjayayouth.com or www.facebook.com/berjayayouth.

