



Teams from SM Sri KDU (far left) and SMK St John Institution were among the finalists in last year's Berjaya TeenStar Challenge. — filepics

# Teen star search takes it up a level

## Challenge for performing arts students returns with new category

YOUTH empowerment initiative Berjaya Youth has launched the Berjaya TeenStar Challenge 2017.

The first Berjaya TeenStar Challenge last year drew more than 2,500 hopefuls, with 1,115 qualifying for the preliminaries before 142 finalists fiercely competing for category titles in the grand finals.

Open to students from Form 1 to Form 6 nationwide, the competition aims to provide a platform for budding performing arts teens to hone their skills, while gaining experience through competition and interaction with others.

This year, some changes have been introduced to enhance some parts of the competition.

Cultural Dancing has been included as a competition category in place of Duet/Group Singing, as the former is seen to be more popular among students and meaningful in bringing to the fore the rich spectrum of our diverse cultures.

The competition categories of Berjaya TeenStar Challenge 2017 are: solo singing (individual participants), cultural dancing (two to five participants), modern dancing (two to five participants) and band (four to five participants).

Prizes up for grabs this year have been increased to more than RM50,000 from RM30,000 last year. The prizes that comprise trophies, cash and cash vouchers will go to the top three winners of the four competition categories as well as special prize winners.

Contributing towards the prizes are key partners Berjaya Starbucks Coffee Company, Kenny Rogers Roasters, B Infinite

(formerly BCARD) and Berjaya University College of Hospitality; (Berjaya UCH) as well as supporting partners Wendy's, Borders and RadioShack.

Similar to last year, the competition consists of three stages with the initial stage being the roadshows and auditions in schools before the preliminaries.

Students outside of the Klang Valley are also invited to participate in the competition by submitting their audition videos.

The preliminaries in July will see short-listed participants equally divided into four competing teams led by four key brands – Team Starbucks, Team KRR, Team B Infinite and Team Berjaya UCH.

The most outstanding performers will be chosen to vie for the top spots at the grand finals.

To prepare for the preliminaries, technical workshops will be organised. Local artistes Tria Aziz, Amy Wang, Mohd Yunus and Becky Lee will be engaged as coaches at these workshops, as well as judges at the preliminaries and grand finals.

The grand finals is slated for August.

"We were indeed heartened with the tremendous response for the inaugural Berjaya TeenStar Challenge 2016.

"This is a clear testimony of the deep yearning and desire in our youth to showcase their talents and express themselves in creative ways. "We expect to see more fresh new hidden talents this year," said Berjaya Group corporate communications senior general manager Judy Tan.

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