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**BERJAYA TEENSTAR CHALLENGE 2016 GRAND FINALS
Over RM20,000 worth of prizes up for grabs by talented teenagers**

Kuala Lumpur, 13 August 2016 – The inaugural Berjaya TeenStar Challenge 2016 (“BTSC2016”) was launched by Berjaya Youth (“B.Youth”), a youth empowerment initiative by Berjaya Corporation Berhad, in March 2016. Since then, roadshows and auditions had been vigorously held at more than 50 secondary schools in the Klang Valley and Selangor over a period of 4 months.

Open to all Malaysian teenagers from Form 1 to Form 6 (Year 7 to Year 12), the performing talents competition comprising 4 categories ie. solo singing, duet/group singing, modern dancing and band has served as an excellent platform for talented teenagers to explore and express their passion in the field of performing arts.

It is pleasing to note that the competition has attracted an overwhelming response with more than 2,500 teen star hopefuls turning up for auditions. About 1,115 of them qualified for the preliminary round of the competition, which was held in 4 sessions with the participants split into 4 brand teams in July 2016, representing B.Youth, Kenny Rogers Roasters (KRR), BLoyalty (BCARD) and Berjaya University College of Hospitality (BUCH). The top 3 performers in each category were then selected to represent the 4 brand teams.

The BTSC2016 has now culminated in its grand finale at Damansara Performing Arts Centre (DPAC) today. All the finalists are vying for the top 3 spots in solo singing, duet/group singing, modern dancing and band categories and five special awards will also be given to recognize the best vocalist, best dancer, best team, best creativity and best showmanship respectively. For the winning schools of the 4 category champions, we will be rewarding them with a RM3,000 grant each to embark on a

community project of their choice which is meant to inculcate a sense of social responsibility among the students.

Over RM20,000 worth of prizes in cash and in kind as well as trophies are up for grabs at the Grand Finals. The prizes for BTSC2016 were co-sponsored by key partners ie. Kenny Rogers Roasters (KRR), Berjaya Loyalty (BCARD) and Berjaya University College of Hospitality (BUCH); as well as supporting partners ie. Starbucks, Papa John's Pizza, Wendy's and Borders.

“We were amazed by the pool of talented teenagers who took part in this first Berjaya TeenStar Challenge 2016. We started this competition to enable secondary school students to gain a holistic learning experience through performing arts apart from their formal academic pursuits. We are glad that so many youngsters have been enthusiastic about this talent competition. Just like our other B.Youth projects, we have been able to fulfil our objective in providing enriching learning opportunities which allow our youths to gain new insights, experiences and broaden their perspectives to become well-rounded individuals,” said Ms Judy Tan, Senior General Manager of Group Corporate Communications of Berjaya Corporation Berhad.

As a follow-up engagement exercise with participants after the grand finals, B.Youth will be organizing SPM seminars for the participants of the competition who will be sitting for the SPM examinations later this year to help them prepare well for the important academic test, as we hope to see them develop well both academically and also in performing arts. The seminars will be scheduled over the weekends from September to October 2016 at Berjaya University College of Hospitality (BUCH).

For more information and terms & conditions of **Berjaya TeenStar Challenge 2016 (“BTSC2016”)**, please visit www.berjayayouth.com or www.facebook.com/berjayayouth.

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About Berjaya Youth (B.Youth)

Berjaya Youth (B.Youth) is a platform created by Berjaya Corporation Berhad specifically for the youth community of Malaysia which aims to enable Malaysian youths to make a difference in our community in respect of 4 key pillars – inspiration, creativity, eco and animal. Through Berjaya Youth, young people are given the opportunities to participate in various exciting projects which nurture them in the areas of leadership, creativity, proactivity, volunteerism, positive thinking and good values.

Other than the Berjaya TeenStar Challenge, some of the past and upcoming exciting projects include Berjaya Youth Short Film Competition, Wild About Arts! An Awareness Campaign of Endangered Malaysian Wildlife, Reasons For Hope – A Talk by Dr. Jane Goodall, EPIC Homes Build Project, Stop Hunger Now Meal Packing Event, It's Pawssible Campaign (an animal welfare project), Eco Tioman Island Clean-Up Day, TEDxYouth@KL (as an Ideas Partner) and many more. For further information, please visit www.facebook.com/berjayayouth or www.berjayayouth.com.

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