



B.YOUTH!
A youth empowerment initiative by 

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BERJAYA TEENSTAR CHALLENGE 2019
Where Stars are Born

Kuala Lumpur, 8 January 2019 – Berjaya Youth (“B.Youth”), a youth empowerment initiative by Berjaya Corporation Berhad, is proud to announce the launch of Berjaya TeenStar Challenge 2019 (“BTSC2019”). Since its inception in 2016, BTSC continues to provide opportunities for enthusiastic young performers to hone their creative talents while improving their synergetic skills and self-expression through healthy competition and interactions with others.

“We are pleased to present the fourth edition of BTSC for teenstar hopefuls to channel their passion and express their creativity in the area of performing arts. It is always inspiring to see the wealth of talent and creativity of young performers. We are excited to see what they have for us this year”, said Ms Shirley Quah, Deputy General Manager, Group Corporate Communications, Berjaya Corporation Berhad.

The competition is open to all youths between 12 to 19 years old who are currently studying in secondary schools, colleges and universities nationwide, and comprises 3 competition categories namely Solo Singing, Cultural Dancing and Modern Dancing. The key partners of BTSC2019 include Berjaya Starbucks Coffee Company (“Starbucks”), Kenny Rogers ROASTERS (“KRR”), Cosway (M) Sdn Bhd (“Cosway”) and Berjaya University College (“UCB”), with the official hotel partner, Berjaya Hotels and Resorts (“BHR”); and supported by Krispy Kreme Doughnuts and Wendy’s. With more than RM50,000 worth of prizes up to be won, it is expected that the competition will continue to excite and engage the youth community of Malaysia.

BTSC2019 will kick-off its roadshow in January 2019 targeting 180 schools and education institutions in the Klang Valley, Selangor, Negeri Sembilan, Johor and Penang with the zone auditions taking place in the respective states. Interested participants residing outside of these zones are encouraged to submit their audition videos to the organiser for evaluation. Details on participation are available at www.berjayayouth.com/creativity.

Selected participants from the zone auditions will proceed to the preliminaries whereby participants will be selected by the 4 competing teams led by 4 key brands i.e. Team Starbucks, Team KRR, Team Cosway and Team UCB, with the help of a panel of judges. The panel of judges include local performing artists who are experts in their own fields. The selected participants of each brand partner will compete for the top spots at the Grand Finals, slated in August 2019.

B.Youth will also be organising technical workshops and training sessions led by the judges, before the preliminaries and the Grand Finals, to coach participants on their technical skills and better prepare them for the competition.

In the previous year, the Berjaya TeenStar Challenge 2018 garnered the interest of over 10,000 teenagers through roadshows and zone auditions held around Klang Valley, Putrajaya, Negeri Sembilan and Melaka of which approximately 1,000 participants made it to the preliminaries. Consequently, the Grand Finals saw 151 finalists vying for the top 3 positions in the 3 competition categories. B.Youth hopes that this platform will continue to encourage participants to explore their creative talents in their journey of self-discovery in the world of performing arts, in both their professional and personal lives.

For more information and terms & conditions of Berjaya TeenStar Challenge 2019, please visit www.berjayayouth.com/creativity or follow us on Berjaya Youth's Facebook and Instagram pages for the latest updates.

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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 Berjaya TeenStar Challenge 2019, some of the past B.Youth exciting projects included Berjaya TeenStar Challenge 2016 - 2018, Rise Against Hunger 2017, “Finding Life’s Passion” – A Talk by Dr. Jane Goodall, Wild About Arts! An Awareness Campaign of Endangered Malaysian Wildlife 2015 – 2016, “Reason of Hope” – A Talk by Dr. Jane Goodall 2015, Edible Garden Project 2015, EPIC Homes Build Projects 2014 – 2015. Stop Hunger Now Meal Packing Event 2014 - 2016, Berjaya Youth Short Film Competitions 2011 – 2015, It’s Pawssible Campaign 2013 – 2014 (an animal welfare project), Eco Tioman Island Clean-Up Day 2013, TEDxYouth@KL 2013 – 2017 (as an Ideas Partner) and many more.

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

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