



**FOR IMMEDIATE RELEASE**

**BERJAYA TEENSTAR CHALLENGE 2016**  
**A platform for teenage performing talents!**

Kuala Lumpur, 15 March 2016 – Berjaya Youth, a youth empowerment initiative by Berjaya Corporation Berhad, launched its inaugural **Berjaya TeenStar Challenge 2016** targeting at secondary school students. The competition is designed to provide our secondary school students with the opportunity to showcase their talents and hone their skills in performing arts, thus giving them a great learning experience aside from their academic pursuit.

Open to all teenagers from Form 1 to Form 6 (Year 7 to Year 12), the **Berjaya TeenStar Challenge 2016** will give students a choice of 4 competition categories, namely:

- 1) Solo singing (individual participant)
- 2) Duet/group singing (2 to 5 participants)
- 3) Modern dancing (2 to 5 participants)
- 4) Band (2 to 5 participants)

The competition consists of 3 stages with the initial stage being the roadshows and auditions in over 40 secondary schools across the Klang Valley and Selangor from now until June 2016 during which good participants in the 4 competition categories will be shortlisted. Another audition will be organized in May 2016 at Berjaya University College of Hospitality (BUCH), Kuala Lumpur for all the other secondary school students in Malaysia. Registration deadline for the audition is 30 April 2016. Details on participation can be obtained from [www.berjayayouth.com](http://www.berjayayouth.com).

The second stage comprises 4 rounds of preliminaries which will be held in July 2016. During this stage, shortlisted participants will be grouped into 4 competing teams led by 4 key brands ie.

- 1) Berjaya Youth
- 2) Kenny Rogers ROASTERS
- 3) BLoyalty (BCARD)
- 4) Berjaya University College of Hospitality

The grand finals slated for August 2016 will be a highly-anticipated affair with the best from the 4 competing teams battling it out among themselves.

To lend professional expertise to the evaluation process of the shortlisted participants, some local artistes in the performing arts scene will be roped in as coaches and judges during the preliminary rounds and grand finals.

Prizes worth more than RM20,000 comprising trophies, cash and cash vouchers will be in store for the top winners of this competition. Prizes are sponsored by key partners ie. Kenny Rogers ROASTERS, BLoyalty (BCARD) and Berjaya University College of Hospitality (BUCH); and supporting partners ie. Starbucks, Papa John's Pizza, Wendy's and Borders.

For the winning schools of the 4 category champions, we will be giving them a RM3,000 grant each to embark on a community project of their choice. This is meant to inculcate a sense of social responsibility among the students.

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

“As a corporate citizen that has been very committed to a multitude of social causes, Berjaya Corporation Berhad hopes to see **Berjaya TeenStar Challenge** competition grow to become a springboard for youngsters to unleash their performing talents. More importantly, we hope to instill in the teenagers a sense of drive for personal development and achievement in their endeavours,” said Ms. Judy Tan, Senior General Manager of Berjaya Group Corporate Communications.

For more information and terms & conditions of **Berjaya TeenStar Challenge 2016**, please visit [www.berjayayouth.com](http://www.berjayayouth.com) or [www.facebook.com/berjayayouth](http://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](http://www.facebook.com/berjayayouth) or [www.berjayayouth.com](http://www.berjayayouth.com).

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