



**B.YOUTH!**

A youth empowerment initiative by  BERJAYA

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**FOR IMMEDIATE RELEASE**

**BERJAYA TEENSTAR CHALLENGE 2017  
A platform for teen star hopefuls!**

Kuala Lumpur, 3 February 2017 - Berjaya Youth ("B.Youth"), a youth empowerment initiative by Berjaya Corporation Berhad, is delighted and proud to launch the 2<sup>nd</sup> Berjaya TeenStar Challenge 2017.

During the first Berjaya TeenStar Challenge 2016, more than 2,500 teen star hopefuls turned up for auditions and out of these, 1,115 qualified for the preliminaries. Subsequent to that, the grand finals saw an excitingly fierce competition among the 142 finalists from 4 competition categories.

This talent quest initiative, open to all Form 1 to Form 6 (Year 7 to Year 12) students nationwide, aims to provide a platform for budding performing arts enthusiasts among our teenagers to hone their skills, while gaining some great learning experiences through competing and interacting with others. It is also our hope that some of these avid performers may later venture into the performing arts scene as professional or hobbyist singers, dancers or instrumentalists, hence further jazzing up the country's arts scene.

This year around, we have introduced some changes meant to enhance some parts of the competition. Cultural Dancing is introduced as a competition category in replacement of Duet/Group Singing, as the former is considered more popular among students and more meaningful in the sense of bringing to the fore the rich spectrum of our diverse cultures in Malaysia.

The competition categories of Berjaya TeenStar Challenge 2017 are as below:

- 1) Solo singing (individual participants)
- 2) Cultural dancing (2 to 5 participants)
- 3) Modern Dancing (2 to 5 participants)
- 4) Band (4 to 5 participants)

The prizes up for grabs this year have been increased to more than RM50,000 from RM30,000 last year. These prizes comprising trophies, cash and cash vouchers will go to the top 3 winners of the 4 competition categories as well as special prize winners. Contributing towards the prizes are key partners ie. Berjaya Starbucks Coffee Company (“Starbucks”), Kenny Rogers ROASTERS (“KRR”), B Infinite (formerly BCARD) and Berjaya University College of Hospitality (“Berjaya UCH”); and supporting partners ie. Wendy’s, Borders and RadioShack.

Similar to last year’s arrangement, the competition consists of 3 stages with the initial stage being the roadshows and auditions in schools before the preliminaries.

To increase the awareness of this competition and reach out to more students, we are targeting 100 schools for roadshows and auditions this year. We are working to widen our reach not just to schools based in the Klang Valley and Selangor, but also Putrajaya, Negeri Sembilan and Malacca. Outstation students are encouraged to participate by submitting their audition videos to the organizer for evaluation. Details on participation are available on [www.berjayayouth.com](http://www.berjayayouth.com).

Moving beyond the auditions to the preliminaries in July 2017, shortlisted participants will then be equally divided into 4 competing teams led by 4 key brands ie. Team Starbucks, Team KRR, Team B Infinite and Team Berjaya UCH. At this stage, the most outstanding performers will be chosen to vie for the top spots at the grand finals.

To prepare them for the preliminaries, we will organize technical workshops with pointers and instructions from artiste coaches to polish their performing skills. Local performing arts artistes Tria Aziz, Amy Wang, Mohd Yunus and Becky Lee will be engaged as coaches at the workshops, as well as judges at the preliminaries and grand finals.

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The grand finals slated for August 2017 are going to be a much-anticipated affair not just for the finalists themselves, but also their family, friends, schoolmates and also the competing schools. It is expected to be as intensely-competed as it was last year, if not more.

“We were indeed heartened with the tremendous response for the inaugural Berjaya TeenStar Challenge 2016. The enthusiasm and dedication of last year’s preliminary participants and finalists was so infectious and palpable that the audience including myself were totally engrossed and amazed. 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 Ms. Judy Tan, Senior General Manager of Berjaya Group Corporate Communications.

For more information and terms & conditions of Berjaya TeenStar Challenge 2017, please visit [www.berjayayouth.com](http://www.berjayayouth.com) or [www.facebook.com/berjayayouth](https://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 Berjaya TeenStar Challenge 2017, some of the past B.Youth exciting projects included Berjaya TeenStar Challenge 2016, “Finding Life’s Passion” – A Talk by Dr. Jane Goodall, Wild About Arts! An Awareness Campaign of Endangered Malaysian Wildlife 2015 - 2016, “Reasons For Hope” – A Talk by Dr. Jane Goodall 2015, Edible Garden Project 2015, EPIC Homes Build Projects 2014 - 2015, Stop Hunger Now Meal Packing Events 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 – 2015 (as an Ideas Partner) and many more.

For more information, please visit [www.facebook.com/berjayayouth](https://www.facebook.com/berjayayouth) or [www.berjayayouth.com](http://www.berjayayouth.com).

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