



B.YOUTH!

A youth empowerment initiative by  BERJAYA

FOR IMMEDIATE RELEASE

BERJAYA TEENSTAR CHALLENGE 2018 Be a Star, Own the Stage

Kuala Lumpur, 3 January 2018 – Berjaya Youth (“B.Youth”), a youth empowerment initiative by Berjaya Corporation Berhad, is proud to announce the launch of Berjaya TeenStar Challenge 2018 (“BTSC 2018”). The talent competition which will run for the 3rd consecutive year aims to provide a platform for young performers to hone their creative talents while improving their collaborative skills and self-expression through competing and interacting with others.

“Having seen tremendous response and interest from the previous competitions, we are pleased to present the third edition of the Berjaya TeenStar Challenge for teen hopefuls to showcase their skills and further pursue their creative talents. We have seen many talented and passionate youths who took the opportunity to express their creativity and showcase their skills through the competition. We are eager and excited to see what the teenagers have for us this year,” said Ms Judy Tan, Senior General Manager, Group Corporate Communications, Berjaya Corporation Berhad.

The competition is open to all Form 1 to Form 6 (Year 7 to Year 12) students nationwide and comprises 3 competition categories namely Solo Singing, Cultural Dancing and Modern Dancing. The key partners of BTSC 2018 include Berjaya Starbucks Coffee Company (“Starbucks”), Kenny Rogers ROASTERS (“KRR”), Cosway (M) Sdn Bhd (“Cosway”) and Berjaya University College (“UCB”); and supported by Wendy’s and Borders. With more than RM50,000 worth of prizes to be won, it is expected that the competition will continue to excite and engage the youth community.

BTSC 2018 will kick-off its roadshows in January 2018 targeting 130 schools in the Klang Valley, Selangor, Putrajaya, Negeri Sembilan and Melaka with the zone auditions taking place in the respective states. Students residing outside these zones are encouraged to participate by submitting their audition videos to the organiser for evaluation. Details on participation are available on www.berjayayouth.com.

Selected participants from the zone auditions will move on to the preliminaries whereby participants will be chosen by 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 chosen participants of each brand partner will compete for the top spots at the Grand Finals, slated for August 2018.

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

Last year, the Berjaya TeenStar Challenge 2017 garnered the interest of over 3,500 young hopefuls through auditions and roadshows held in the Klang Valley, Putrajaya and Negeri Sembilan of which approximately 700 participants made it through to the preliminaries. Subsequently, the Grand Finals was an intense affair, with 162 finalists eagerly vying for the top 3 placements in the different competition categories. B.Youth hopes that this platform will be a stepping stone in their journey of self-discovery in the world of performing arts, both personally and professionally.

For more information and terms & conditions of Berjaya TeenStar Challenge 2018, 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 Berjaya TeenStar Challenge 2018, some of the past B.Youth exciting projects included Berjaya TeenStar Challenge 2016 - 2017, 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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