



Wednesday March 26, 2014

Please include in your listings / announcements

SHOW CHOIR CANADA 2014: NEW VENUE, NEW FORMAT ONCE CHANCE TO WIN IT ALL

Show choir history to be made as first-ever Canadian-American showdown announced

TORONTO, March 26 – Following in the sequined heels of the highly successful TVO fall 2013 documentary *UNsung: BEHIND THE GLEE*, the 4th annual **Show Choir Canada National Championships** returns to Toronto, featuring a brand-new competition format and divisions, at the **Toronto Centre for the Performing Arts**, April 12, 2014.

New this year, Nationals participants can look forward to a number of innovations to the competition format, including more focused division categories: Arts Schools/Non-Arts, Large Ensemble/Non-Arts, Small Ensemble.

*"We are always looking for ways to improve the experience for participants," says **Peter da Costa**, Co-Founder and Executive Producer, Show Choir Canada. "Over the past three years, we noticed that every choir had different resources. In the spirit of fair competition, we needed to find a way to even the playing field and ensure that every choir had a fair shot at the title and prizing."*

Twelve of Canada's best new and returning show choirs will take to the stage to vie for more than \$25,000 in prizing courtesy of **Yamaha Music Canada**, and the prestigious title of "Canada's Show Choir champion." As in past years, a judging panel consisting of top industry experts from across North America and Europe will assess competitors, with awards and prizes will be given for the top choirs and bands, and recognition for individual performers.

Another first this year for Show Choir Canada is the **Can-Am Invitational**, pitting Canada's best show choirs against their U.S. counterparts on April 13, 2014 at the Toronto Centre for the Arts.

Making show choir history, Show Choir Canada will welcome two U.S. choirs who will compete alongside the top 6 ranked Canadian show choirs (determined by the preceding day's National Championship) in in the first-ever Can-Am Invitational.

*"Ultimately, Nationals is not about prizes and titles, its about education," says **George Randolph**, Co-Founder and Executive Producer, Show Choir Canada. "The Invitational is an unprecedented opportunity for the participants to develop their skills in a free and fun exchange of knowledge, skill, and ideas in the art of*



show choir. We are excited to be the Canadian leader in the show choir world by welcoming our southern neighbours for the first time as competitors.”

For the third year running, junior/middle school show choirs – the future of show choir - will also once again get a chance to perform and compete in front of adjudicators, and receive valuable feedback at the **Junior/Middle School Invitational**, on the morning of April 12, 2014 at the Toronto Centre for the Arts.

The glory of both the Show Choir Canada National Championships and the Junior/Middle School Invitational will be captured by **Rogers TV cable 10/63 in Toronto/Scarborough**, and a broadcast of highlights including adjudications will be aired in late April 2014. For full schedule, visit: www.rogerstv.com/toronto.

More information can be found by visiting www.showchoircanada.com or calling 1-877-90GLEEK.

2014 SHOW CHOIR CANADA

Toronto Centre for the Arts, 5040 Yonge Street, Toronto

Junior/Middle School Invitational: April 12, 9AM-12PM, Doors open 8:30AM
Tickets On Sale Now: Adults \$35, Youth \$20

National Championships: April 12, 1PM-10PM, Doors open 12:30PM
Tickets On Sale Now: Adults \$45, Youth \$25

Can-Am Invitational: April 13, 10AM-5:30PM, Doors open 9:30AM
Tickets On Sale Now: Adults \$45, Youth \$25

A discounted weekend pass for all events is available by calling the Toronto Centre for the Arts Subscription Line at 416-733-0545, or by visiting the Toronto Centre of the Arts Box Office in person.

To order Tickets for all Show Choir Canada events:

Phone: Ticketmaster, 1-855-985-2787

Online: Toronto Centre for the Arts, www.tocentre.com

In Person: Toronto Centre of the Arts, Box Office

About SHOW CHOIR CANADA:

Show Choir Canada's mission is to play a vital role in the development and support of show choirs in Canada by creating opportunities, including live competition-format presentations, that inspire youth participants to not only work together through song and dance to achieve a common goal of excellence but also grown and develop as individuals while sharing in the creative process.

Since 2011, Show Choir Canada has given Canadian show choir students opportunities to perform in professional theatres, in front of enthusiastic



audiences and expert adjudicators, with each competition featuring awards and prizes for top choirs and outstanding individual performers.

Show Choir Canada is presented by professionals in the performing arts industry; The Randolph Academy for the Performing Arts, which trains Canada's Triple Threat talent, and da Costa Talent Management, which represents some of Canada's leading actors, dancers, singers, and world-class choreographers.

For more information visit www.showchoircanada.com or call 1-877-90GLEEK

Connect with SHOW CHOIR CANADA:

Facebook: Show Choir Canada

Twitter: @ShowChoirCanada #Nationals2014 #JrInvitationals2014

YouTube: Show Choir Canada

Watch the TVO 2013 Documentary trailer, featuring Show Choir Canada
"UNSUNG: BEHIND THE GLEE"

https://www.youtube.com/watch?v=vGbBZ_iApbQ

- 30 -

Media Contact:

For Show Choir Canada:

Victoria Schwarzl, Associate Producer

victoria@showchoircanada.com

647-980-0650