

FOR IMMEDIATE RELEASE
May 29, 2008



YOUNG TALENTS TAKEOFF: Will they make it?

Contestants thank Youth Talent Showdown for their chances at a fun “communal party” showdown

Vancouver, BC – YOUTH TALENT SHOWDOWN (YTS), organized by Vancouver Chinatown BIA and Chinatown NEXT, has been known as a starting point for young professional talent careers. The community competition is held annually at the Vancouver Chinatown Festival and brings together diverse talents of young performers aged 15-25. This year’s Finals will be held on August 10th, 2008 on Columbia and Keefer Street. Together, the contestants and the competition develop a growth of community passion, pride in exposure and relationships.

Despite the broad diversity of contestants and performances, the common motivation for these young characters is passion. Each and every contestant shares the connection of passion for their talent, and with the hope to gain experience in becoming a professional in their art, whether it may be dance, music, magic etc. Evanna Chiu, an opera singer and a finalist in 2007, says with a sense of pride “it is not rather the competition itself but the people that take part of the competition that makes the experience exceptional,” and that the Youth Talent Showdown has provided an environment which she felt “was not a cutthroat competition but a rather positive experience for a chance exposure.”

The Youth Talent Showdown organizers are proud to have previously connected young talents with media exposure as a kick off to their careers. Jesus Cancino entered the competition twice consecutively as a guitarist because he believes the YTS provided an opportunity to gain experience about “professionalism and exposure with the media.” The experiences tie the contestants and the community together on a personal level, building a family-like environment.

The contestants themselves have not been the only ones to benefit from the YTS. Vilma Omosura, the mother of the 2006 winner, Ramil Omosura, values the diverse cultural knowledge she gains through her son’s participation in the contest, which is based in Vancouver’s historic Chinatown. “YTS was the starting point of his music career,” said Vilma, as Ramil is currently performing and recording locally and internationally. One of the objectives of the contest is to connect youth with the Chinatown community, with Cancino admitting that “It doesn’t matter if I win or lose...there is something about the culture and community that is attractive – like a communal party showdown.”

What keeps contestants coming back to the YTS? Vilma Omosura says that “the people and organizations behind the competition is what makes YTS a growing experience.” Cameron Gordan, the 2005 winner, agrees and believes “YTS was definitely one of the competitions that I can thank for growth in me to qualify in the Dance World

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Cup.” The Youth Talent Showdown continues to provide career driven youths an opportunity to come together and develop community passion, pride and relationships.



CALL TO ACTION

As of May 29, 2008, Youth Talent Showdown is accepting applications available on website - www.vancouver-chinatown.com

Registration Deadline: Wednesday, July 2, 2008, 5PM

Auditions: Saturday, July 12, 2008, VCBIA Society Office

Preliminaries: Saturday, July 26, 2008, Vancouver Chinatown Night Market

Finals: Sunday, August 10, 2008, at the 9th Vancouver Chinatown Festival Main Stage

The Vancouver Chinatown BIA Society (VCBIA)

The Vancouver Chinatown BIA is a non-profit association that aims to create a dynamic and sustainable Chinatown community and tourist destination. VCBIA takes a lead role in expanding partnership with three levels of government, communities, and corporations to improve the physical environment of Chinatown, to implement marketing programs to promote Chinatown to both locals and tourists, and to develop initiatives to revitalize the economy of Chinatown.

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