



FOR IMMEDIATE RELEASE

Date: May 14th, 2004
Time: 6:30 pm
Location: Centennial College
940 Progress Ave.
Inside the Student Centre

FOR MORE INFORMATION:

Elevated Grounds
Phone: 416-858-8387
Fax: 905-472-4599
Email: Kaje@freedomtimemag.com

Vibe II Tha Videolight 2004: Toronto's First Annual Youth Talent Showcase Competition and Networking Celebration

On Friday May 14th, 2004 Elevated Grounds presents...Vibe II Tha Video light 2004, the first annual youth talent showcase competition and Networking celebration. The event will take place at Centennial College's Student Centre, 940 Progress Avenue, at 7:00 pm. A diverse range of aspiring dancers, singers, and poets will be performing in front of influential members from the entertainment industry in cooperation with Flow 93.5, Universal Music Canada, Blaze Entertainment, and Up from the Roots.

The winning dance group determined by these industry representatives will be featured in urban music videos directed by "Macdaddi" Toronto's up-and-coming urban music video director. According to Malak Macdadi, "I'm more than happy to be part of this event because it is like a foot in the door for upcoming talent that is currently behind closed doors."

As the need for more empowering and productive youth outlets increases, it is also the objective of this event to generate funds on behalf of underprivileged youth within the Glendower community located in Scarborough. This fundraiser will provide necessary social, self, and cultural awareness resources for the high at-risk youth within the community.

Music acts as a heavy influential force on today's young people. Vibe II Tha Video Light awoke to the call of providing an appealing and productive platform for talented youth to be discovered. This event will also help these performers to develop the necessary skills to carve out successful careers as entertainers. Vibe II Tha Video Light is dedicated to uplifting and recognizing our youth through positive visions.

These upcoming stars will also have the chance to showcase their talents and network with Record label A&R executives, talent scouts, and casting agents. Universal Music's A&R representative David "Click" Cox commented, "I am anxiously looking forward to participating as a judge in Vibe II Tha Video Light, especially since I got my start in the music industry as a dancer. This is the perfect outlet for youth to gain knowledge about the industry, and establish themselves as performers".

We welcome all requests for interviews, video footage, and photos.

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NOTE TO MEDIA: Tickets are \$12.00 in advance and \$15.00 at the door. Ticket Outlets: Nicey's 416-497-9717 Bad Lad 416-335-5292 Raps 416-256-4426 Nappy's 905-948-0884 Play De Record 416-586-0380