

# YOUTH VOICES

## Songs from Grease

Join The A Cappella Society's own youth singers for an evening of songs from popular musical theater and TV shows like Grease and Glee, completed by some of the singer's favourite songs and even their own arrangements. The songs will be presented in various formations and styles, all a cappella of course, with even some attempts at acting! Come and enjoy a fresh take of your favourite songs and re-live the spirit of the era in its musical form!

TAS Youth Voices is a free training programme from The A Cappella Society. Youths from all over Singapore learn the basics of singing, harmonising and A Cappella music and perform on many occasions throughout the year. The concert is a showcase performance for the group highlighting the versatility in repertoire and formation, ranging from Pop A Cappella to Jazz Choir.

### **Program:**

90 minutes without interval

### **Details:**

Date: 8 May 10

Time: 7.30 pm

Venue: Esplanade Recital Studio

### **Tickets:**

\$25 (general admission)

available from The A Cappella Society, [www.a-cappella.org.sg](http://www.a-cappella.org.sg), [contact@a-cappella.org.sg](mailto:contact@a-cappella.org.sg)

### **Infos:**

[www.a-cappella.org.sg](http://www.a-cappella.org.sg)

### **Key Objectives:**

- The concert highlights and showcases A Cappella arrangements and vocal music for youth choirs and A Cappella groups.
- A special occasion to celebrate the young singers and their repertoire in front of an audience of family and friends and in a professional setting.
- Reaching out to new audiences and singers from the public, secondary schools and tertiary institutions but also primary schools.
- Showcasing A Cappella as a viable alternative to traditional musical genres.
- Inspiring young singers and enthusing future supporters with a showcase of the greatness of the human voice through a presentation of various musical styles.

### **Arts Personnel:**

- Artistic Director: Angelina Choo – Artistic Director of TAS Youth Voices and TAS Pop & Jazz Choir, musical direction

- Event Manager: The A Cappella Society Ltd – Administration, publicity, ticket sales, marketing and promotions
- Production Assistant: The A Cappella Society Ltd – Paperwork, writing
- Sound Engineer – Pre-production, rehearsals and show day

### **Competitive Edge:**

- This is the only such event for contemporary vocal music highlighting the versatility of A Cappella music in a modern setting and establishing it in the genre of popular music.
- We are the only Society that works to benefit local singers and the local a cappella community.
- We have been promoting a cappella music in Singapore since 2000 and will continue to reach out to as wide an audience as possible.
- This is the only such dedicated programme for a cappella music each year, in a showcase presentation of youth singers and groups.

### **Target Audience & Public Benefit/Impact on Arts Development:**

- Primary School Students aged 9 thru 13
- Secondary school students
- Poly and ITE & JC students
- Young adults, professionals
- Each year the concert present a multitude of ideas for using the human voice in various songs and styles. This serves as inspiration for young singers and supporters to be continually surprised and inspired to learn more all the time.
- By reaching out to the young, we intend to keep training and populating the local scene with more leaders who will pursue to form their own groups continually throughout their lives. The concert serves to be that first inspirational point of contact.

### **PROPOSED MARKETING PLANS & STRATEGIES**

- Flyers
- E-mailing and EDM to various databases
- Website and online newsletter announcements
- Youth forums and magazines
- Press event listings
- Keppel Nights ticket subsidy scheme

### **SPONSORSHIP OPPORTUNITIES**

- Event presenter
- Event supporter
- Marketing partner
- Promotional partner
- Production supporter (in-kind)