

YOUTH VOICES

Join The A Cappella Society's own youth singers for an evening of popular tunes in various formations, styles and fashions. 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:

TAS Children's Pop & Jazz Choir, TAS Youth Voices mixed ensemble, mixed A Cappella group, all-boys A Cappella group, all-girls A Cappella group

Details:

Date: 16 May 09

Time: 7.30 pm

Venue: Esplanade Recital Studio

Tickets:

\$25 (general admission)

available from The A Cappella Society, contact@a-cappella.org.sg

Infos:

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 choirs and their repertoire in front of an audience of family and friends and in a professional setting.
- Reaching out to the secondary schools and tertiary institutions but also to primary schools.
- Showcasing A Cappella as a viable alternative to accompanied choral arrangements.
- 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
- Admin Assistant: The A Cappella Society Ltd – Paperwork, writing
- Director – Pre-production, rehearsals and show day

COMPETITIVE EDGE

- 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 celebration presentation of multiple groups in one showcase.

TARGET AUDIENCE & PUBLIC BENEFIT / IMPACT ON ARTS DEVELOPMENT

- Primary School Students aged 9 thru 13
- Secondary school students
- Poly and ITE & JC students
- 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
- Notices will be sent to all schools island-wide for promotional purposes
- Website and online newsletter announcements which will feature all participating schools
- Press event listings