

Get Discovered this Summer By joining the youDiscover Competition Series

FOR IMMEDIATE RELEASE:

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NIAGARA FALLS, ON – The Niagara Parks Commission (NPC) is proud to announce that it will once again be the host site for the youDiscover Competition Series taking place this summer. NEW this year will be a comedy component that will run alongside the popular six-week band competition that entertained thousands of visitors who came to the Park to witness the shows at NPC's Oakes Garden Theatre. NPC, in partnership with inMusic.ca and inDiscover Recordings are set to play host to this summer talent search and are looking to find the best undiscovered musical and comedic talent around. You can join in on the fun now by logging on to www.youDiscover.ca for a chance to enter the competition.

youDiscover is a talent search like no other! 22 independent music artists and 22 comedians from across Canada and New York State will be selected to compete at Niagara Parks' historic Oakes Garden Theatre. The top five music and comic acts will then compete in the Grand Finale where a panel of celebrity judges will select the Grand Prize winners. The last band remaining earns a chance to win a recording contract from Orange Lounge Recordings, receive a band makeover and will become the opening act on the nationally broadcast New Year's Eve show in Niagara Falls. The comedy champion will also have the chance to perform on the nationally broadcast New Year's Eve Show.

Deciding on the top acts to compete in the finale will be YOU – the fans! Fans will be given the opportunity to vote at the Oakes Garden Theatre performances or by going online at www.youDiscover.ca. The competition performances will take place Wednesdays and Fridays throughout July and August 2010, starting on July 14th. All performances are free of charge; however donations will be accepted to support the talent and their costs for appearing at the shows. Fans can also view taped portions of the concerts online, which have been filmed in HD at www.youDiscover.ca and can add comments to win! One grand FAN prize will also be awarded.

Powered by Sympatico/MSN, the youDiscover website is a completely interactive place for fans and performers to connect. Artists can upload user-generated content, create individual youDiscover pages and vote for their favourite acts. To enter the competition, performers must visit www.youDiscover.ca and upload original work along with a short video on why they should be selected to compete. All musical genres are invited to enter and bands can range in size from a solo artist to up to nine people.

Eligible acts have not signed a recording contract and/or are not in contract negotiations. To learn more and to view a complete list of the competition's rules and regulations, please visit www.youDiscover.ca.

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For more Information Please Contact:

Tony Baldinelli
Communications Manager
tbaldinelli@niagaraparks.com
(905) 371-0837