

Date: May 13, 2011

Subject: **Lady Cove Women's Choir in the running for \$10,000 win**

Newfoundland and Labrador's Lady Cove Women's Choir is in the running for a \$10K prize if they can garner enough votes to place in the top three in an online initiative called the Pepsi Refresh Project. Lady Cove Women's Choir has proposed an exciting project to help preserve and promote the culture of Newfoundland and Labrador through choral music. The voting takes place from May 1 until June 30.

All you have to do is login to Pepsi Refresh or Facebook and place your vote at www.refresheverything.ca/ladycove. You can vote once per day per email address, as well as from your Facebook account. "We need as many people as possible to vote each day. We are sure that if enough people around the province and across Canada vote, we can win this funding," says Nicole Dawe, Administrator for the choir.

"We think that our project is a worthy one and given the element of provincial pride, we want Newfoundlanders and Labradorians to help us," said Kellie Walsh, Artistic Director of the choir. "The funding we are seeking will help the choir carry the culture of this province to an international stage and that's something for which we can all be proud."

Lady Cove Women's Choir is proudly supporting other Newfoundland and Labrador projects that are competing in the Pepsi Refresh Project through cross-voting. With ten votes per day and only one vote per project allowed, your remaining votes can be used to support other projects in the province. This is the kind of promotional event that makes our province shine. In previous contests of this nature, Newfoundlanders and Labradorians across the country have come through to support their own province.

Through a unique multimedia performance Lady Cove is fulfilling its role to support and promote the transmission and re-visioning of traditional culture. This will be performed for audiences in St. John's at *The International Council for Traditional Music World Conference* and *Festival 500 International Symposium* and in Argentina at the *9th World Symposium on Choral Music*.

The Pepsi Refresh Project is a promotional initiative which aims to fund community-minded projects. Groups or individuals can submit projects to the Pepsi Refresh web site, and visitors to the site can vote on projects they deem to be worthy.

Lady Cove Women's Choir is named after the community of Lady Cove in Trinity Bay, Newfoundland and Labrador. Based in St. John's, the Choir of over 40 voices was established by Kellie Walsh in September, 2003. In 2008 the Choir won first place in the CBC Radio Competition for Amateur Choirs in the Contemporary Music category and then took first place at the 2008 Bela Bartok New Music Competition in Debrecen, Hungary. This year the choir is one only 25 in the world selected to participate in the World Choral Symposium in Argentina in August.

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