



PRESS RELEASE

Calling all aspiring stars to audition for POPSTARS 2010! 5 August 2010

e.tv is inviting all aspiring singers and songstresses to enter the latest reality TV show that will dazzle screens this September: POPSTARS.

The ever-popular POPSTARS South Africa, is launching on e.tv on 4 September 2010, which gives aspirant performers a chance at superstardom and instant celebrity status. The new season promises to bring more twists, turns and stings in the tail with former member of Ghetto Lingo, Martin Phike hosting the POPSTARS thrill-ride.

Aspirant singers who think they've got the style, look, voice and swagger, are invited to come to the auditions:

- DURBAN 21 and 22 August Gateway Theatre of Shopping (Ster-Kinekor)
- CAPE TOWN 28 and 29 August Tyger Valley Shopping Centre (Ster-Kinekor)
- JOHANNESBURG 4 and 5 September Maponya Mall (Ster-Kinekor)
- PRETORIA 11 and 12 September Centurion Mall (Ster-Kinekor)

THE ROAD TO POPSTARS

Wannabe singers should be between the ages of 18 and 28 years old, and should bring a copy of their ID's along to verify this.

Says Brett Lindsay: "While some people brush off auditions as easy, for the most part it can be a nerve-wrecking experience. To make the process as hassle-free as possible on the day of the auditions, aspirant performers are advised to pre-register at www.popstars.co.za. In this way you'll make your registration a lot easier on the audition day as there will be a separate pre-registration line provided you bring your website registration".

On the day of the auditions, six contestants will audition together. Each person will have a chance to sing an *a capella* (without accompaniment) song on their own, after which the judges will decide who of the six, if any, will be invited to the second round Call Back auditions.

Once the finalists are chosen, they will all be sent to an secret location for the national workshop week. The aim of workshop week is two-fold. Our finalists will get to interact with the POPSTARS choreographer and vocal coaches in order for their raw talent to be refined. Secondly, finalists will be scrutinised to see if they can handle all the pressure that comes with having to perform under such strenuous conditions. Simply, if they can't handle it, they are sent home.

All the final TOP 10 contestants who managed to stay on are then sent home where they'll wait for a visit from our judges to tell them whether or not they are part of the POPSTARS group.

With the incorporation of Mzansi Crew Productions, this season of POPSTARS will be the best, freshest and one of the most well-documented ever seen on television.

Don't miss your chance at greatness and audition for POPSTARS.

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