



Banks Holdings Limited

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NEWS RELEASE

Banks Beer on board with Barbados' Next Soca Star

Continuing its effort to unearth new talent, Banks Beer is pleased to be supporting **Barbados' Next Soca Superstar**, the weekly competition aimed at encouraging untried artistes to showcase their musical skills.

“Since its inception in 1961, the *‘Beer of Barbados’* has continuously supported local culture and art,” said Charles Walcott, category manager for Banks Holdings Limited.

“Essentially, the Banks Beer brand has always seen it prudent to partner with individuals, associations and organisations that seek to promote our shared values of pride and industry. Our partnership with Barbados' Next Soca Superstar is an extension of this philosophy.”

Conceptualised by popular entertainment group MADD, Barbados' Next Soca Superstar airs each Thursday at 11p.m. on CBC TV8, and can also be viewed online at <http://www.bajantings.com>

“The idea for the show came about during Crop Over when MADD produces the Bacchanal Time Calypso Tent. People kept asking if they could join the Tent because they had limited options to perform their original songs,” said creator Keith Brown.

“There was literally a flood of people who would come to the show and approach us at the end of the night. From there, we clearly saw there was a need for a dedicated platform for these rookie calypsonians to showcase their cultural contributions.”

Brown, a veteran entertainer himself, said he was very pleased with the level of talent being discovered.

“We have seen some phenomenal performances so far, way beyond what we initially expected. Basically, we want to position this show as the premier breeding ground for calypsonians who may not yet be established. This can be their first door to success.”

Barbados' Next Soca Superstar is filmed on location each week at the Dockside Bar and Restaurant, St. Lawrence Gap.

The Grand Final is scheduled for May 25th.

View the trailer online at:

https://www.youtube.com/watch?v=8rkgQyF_RSM&feature=youtube_gdata_player

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