



Banks Holdings Limited

September 20th, 2013

PRESS RELEASE

THRILLING BANKS BEER/VOB KARAOKE GRAND FINAL APPROACHES

EXCITEMENT IS steadily building among local fans as the annual Banks Beer/Voice of Barbados karaoke competition quickly approaches its anticipated climax.

Only winners from the parishes of St. Michael and Christ Church are yet to be crowned before Barbados' biggest karaoke competition moves on to its Grand Final at Banks Beer's Newton, Christ Church headquarters on November 29th - the day before Barbados celebrates its 47th Independence Day.

The 2013 competition, which began in November last year, has so far moved through nine parishes, with hundreds of fans coming out to cheer for their favourite singers.

So far, those selected to represent their respective parishes in the Grand Final are: Tyrone Rollock (St. George), Ronaldo Bobb (St. Philip), Davison Chrichlow (St. John), Kevin Forde (St. Joseph), Selma Smith (St. Andrew), Crystal Hope (St. Lucy), Janelle Gibbons (St. Peter), Theodore Packer (St. James) and Damien Smith (St. Thomas).

In congratulating the winners, Charles Walcott, category manager for Banks Holdings Limited, said the '*Beer of Barbados*' was extremely pleased with the way the competition had progressed.

"Clearly, Barbadians love their karaoke as much as they love their Banks Beer, and as we move from parish to parish, we can definitely feel the excitement building," he said.

"Between 150 and 200 people have attended every parish final and the numbers are expected to grow in St. Michael and Christ Church. From all accounts, we are well on our way to staging one of the biggest and most high-profile karaoke competitions ever seen on Barbados' shores.

The St. Michael final is scheduled for this coming Friday at Cosy Spot in Friendship Drive, while the Christ Church final is scheduled for October 25th at Buffy's Bar in Inch Marlow.

Elvis Godding, competition manager and trade activation coordinator at B&B Distribution Ltd., said the island-wide karaoke showcase had exceeded all expectations.

“Based on how things have gone so far, the Grand Final at the Brewery will be an awesome show,” he said, adding that the finalists can be heard live on VOB92.9fm in the build up to the November 29th curtain closer.

“Throughout the parish finals, we have seen a marked increase in the use of props. There was even one lady who brought out a bed for her performance at Fisherman’s Pub in St. Peter. The competitors will be pulling out all the stops and I expect the Grand Final to be fiercely competitive.”

Godding also thanked the competition’s panel of judges including Banks Beer ambassador Anderson “Blood” Armstrong, fellow calypsonians Bobo and Answar, along with entertainers Ian Alleyne and David “D2” Davis.

CAPTION for attached photograph:

The 2013 Banks Beer/Voice of Barbados karaoke competition will reach its climax on November 29th, the day before Barbados celebrates its 47th Independence Day.

<0>

For further information, please contact Group PR Manager Sophia Cambridge, 227-6705; 233-6627; scambridge@thebhlgroup.com