



MEDIA ADVISORY

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KOLLABORATION AUDITIONS TOP TALENT IN THE BAY AREA

SAN FRANCISCO, CA (January 7, 2010) -- On Saturday, January 23rd, Kollaboration comes to the Bay Area to audition top artists at the Lake Merritt Dance Center in Oakland. Kollaboration is a talent event that gives Asian Pacific Islanders, who are typically underrepresented in the entertainment industry, a platform to showcase their talents in front of thousands of audience members.

This is the first year Kollaboration comes to the Bay Area but the organization bolsters support from ten years of establishment across the country. The Los Angeles show boasts 6,000 sold-out seats at the Shrine Auditorium and attracts world-renowned guest performers such as BoA and Kaba Modern.

The January 23rd audition is looking for musicians, dancers and comedians who will vie for a spot in the April 10th show at the Palace of Fine Arts in San Francisco. Performers will compete for a First Place prize of \$1,000 and a People's Choice Award of \$500. Artists must send an electronic application through KollaborationSF.org by January 14, 2010.

For additional information about Kollaboration SF contact Cassandra Soo or visit www.KollaborationSF.org.

Kollaboration is a nonprofit 501(c)(3) organization dedicated to the promotion of a strong Asian Pacific Islander presence in entertainment and media industry. Started in Los Angeles in August of 2000, Kollaboration has branched out to Los Angeles, San Francisco, Chicago, Atlanta, New York, and Toronto. Detailed information about the organization and its events can be found on the Kollaboration website at www.KollaborationSF.org

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