



FOR IMMEDIATE RELEASE MARCH 22, 2010

KOLLABORATION GIVES ASIAN-AMERICANS A PLATFORM TO BREAK INTO THE ENTERTAINMENT INDUSTRY

SAN FRANCISCO, CA (March 22, 2010) -- On Saturday, April 10th, Kollaboration comes to the Bay Area. There are 9.4 million Asian Americans in the United States, but this demographic is largely cast in few and minor roles in the media. Kollaboration provides the Asian-American community a platform to perform and gain exposure in an otherwise underrepresented entertainment industry. The talent competition will take place at the Palace of Fine Arts where judges like GLEE's Harry Shum Jr. and America's Got Talent finalist Hans Cho will award the winner a \$1,000 prize.

The Bay Area has one of the largest Asian populations and its due time that Kollaboration comes the Bay. This is the first year that Kollaboration will be brought to San Francisco but the organization bolsters support from ten years of establishment across ten cities. The Los Angeles show hosts 6,000 sold-out seats at the Shrine Auditorium and attracts world-renowned guest performers such as BoA and Kaba Modern. Past winners have received record deals as a result of the organization's efforts.

PK, founder and executive director of Kollaboration said, "'Kollaboration's underlying mission is Empowerment Through Entertainment. Artistic expression through entertainment is one of the most powerful forces on earth and one of the greatest ways we can build our community and understand both ourselves and other communities in a healthy, positive way.'" This is also PK's last year as the executive director.

The April 10th show features music and dance performances by Alex Salazar, Andrew Plan, Charito Soriano, Jean and Bromley, Hydef, Michelle Martinez, Mickey Cho and Slashton. It also incorporates a freestyle dance and singing competition, inviting audience members to showcase their talents for a \$100 prize.

Guest performers include American idol Sway Penala, Kero One, Kevin Shea, Joey Guila, Groove Against the Machine, Mark Zhang and Shin-B.

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

About Kollaboration

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 ten other cities including Chicago, Atlanta, New York, Houston and Toronto. Detailed information about the organization and its events can be found on the Kollaboration website at www.Kollaboration.org.

Contact:

Cassandra Soo
(818) 445.6111
Cassandra.Soo@KollaborationSF.org

###