



November 4, 2009:
For immediate release

Calling all shower-singers, choristers, instrumentalists and would-be divas!

Tafelmusik launches Sing-Along *Messiah* Video Contest **www.tafelmusik.org**

A Toronto tradition beloved by thousands, Tafelmusik's annual Sing-Along *Messiah* sells out every year and many consider this event a seasonal family ritual. Inspired by the fierce loyalty audiences have for Handel's famous oratorio, Tafelmusik has launched a new online contest that invites *Messiah* fans to show the world their finest Sing-Along voices by recording their best rendition of a favourite *Messiah* excerpt in a 90-second video that will be viewable worldwide. **Link to Sing-Along *Messiah* video contest details on Tafelmusik's homepage at www.tafelmusik.org**

Amateur or professional, singer or instrumentalist – all are invited to participate and choose a solo, choral or instrumental excerpt from Handel's *Messiah* to perform, record and post online. The options are wide open, and everything from the sparkling aria, *Rejoice greatly*, to the signature *Hallelujah* chorus are fair game.

Contest entries will be posted on Tafelmusik's YouTube channel, and must be received before **Saturday, December 12, 2009 at 11:59 pm** (EST). The Grand Prize Winner (to be announced on December 14) is entitled to an onstage appearance during the *Hallelujah* encore in Tafelmusik's Sing-Along *Messiah* concert at Massey Hall on **Sunday, December 20, 2009** (concert begins at 2pm), including an introduction by Maestro Handel!*

Maestro Handel himself (aka, Tafelmusik Chamber Choir Director **Ivars Taurins**) will select the winners, and four prizes in total will be awarded for:

1. GRAND PRIZE for Best Overall Performance
2. Best Group / Family
3. Best Soloist
4. Most Creative

The GRAND PRIZE includes:

- An onstage appearance during the *Hallelujah* encore in Tafelmusik's Sing-Along *Messiah* concert at Massey Hall on Sunday, December 20, 2009 (concert begins at 2pm), with an introduction by Maestro Handel*
- Four (4) VIP tickets to Tafelmusik's Sing-Along *Messiah* concert, Sunday December 20, 2009 at 2pm*
- Two (2) tickets to a special filming of Sing-Along *Messiah* in January 2010, in Toronto*
- An autographed photo of Maestro Handel himself
- A Tafelmusik CD prize package

The prizes for Best Group / Family, Best Soloist and Most Creative include:

- Two (2) VIP tickets to Tafelmusik's Sing-Along *Messiah* concert at Massey Hall on Sunday, December 20, 2009 at 2pm*
- Two (2) tickets to a special filming of Sing-Along *Messiah* in January 2010, in Toronto*
- A Tafelmusik CD prize package

*Not including transportation.

How to Enter:

Send an e-mail to SingAlong@Tafelmusik.org that includes:

- Your **video** (as a Windows Media Video file (.wmv), an Audio Video Interleave file (.avi) or an MP4 file **no larger than 10 MB**)
- The **title** of your video
- Your **name**, full mailing **address** and **phone number**
- A **nickname / username** (max. 15 characters)
- A short **description** of your video (max. 150 words). Suggestions: What are you singing? Tell us about the people singing or tell us about yourself.

By submitting your entry, you are affirming that you are at least **18 years of age**, that you have **permission** to publicly distribute this video from **all persons** in your video (**including the parents/guardians of any minors**) and that you have read and understood and agree to the [Contest Rules](#).

Additional Information:

After you've sent in your video, it will be posted on Tafelmusik's YouTube contest channel at www.youtube.com/SingAlongContest.

All entries must be received before **Saturday, December 12, 2009 at 11:59 pm (EST)**. Contest winners will be announced on Monday, December 14, 2009 on Tafelmusik's website, www.tafelmusik.org.

Contest questions may be sent to SingAlong@Tafelmusik.org

-30-

Tafelmusik Season Presenting Sponsor



Tafelmusik acknowledges its partners in Government:



Canada Council
for the Arts

Conseil des Arts
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

torontocouncil
An arm's length body of the City of Toronto



Tafelmusik's Season Radio Sponsor is **The New CLASSICAL 96.3 FM**.
Tafelmusik's *Face the Musik* programme is supported by
TD Canada Trust Music.

Tafelmusik Baroque Orchestra, led by Music Director Jeanne Lamon and founded in 1979, is one of the world's leading period performance ensembles. All members of the Orchestra are specialists in historical performance practice, and their collaboration results in a delightful transparency, vitality and richness of sound. Tafelmusik performs over 50 concerts a year at home in Toronto, tours extensively around the world, has released over 75 CDs and has received nine JUNO Awards. In 2005, Tafelmusik received a Grammy Award nomination. Tafelmusik is the Baroque Orchestra-in-Residence at the Faculty of Music, University of Toronto and operates its annual Tafelmusik Baroque Summer Institute which attracts pre-professional and professional musicians from around the world. The Tafelmusik Chamber Choir, specializing in baroque performance practice and vocal technique, was formed in 1981 to complement the Orchestra. Tafelmusik made its sold-out Carnegie Hall debut in February, 2009. This season, Tafelmusik embarks on five major tours to Europe, Mexico and the U.S.

For media information or to arrange an interview, please contact:

Luisa Trisi, Media Relations Manager

Big Picture Communications

tel: 416 481-1161 | e-mail: ltrisi@sympatico.ca