

FOR IMMEDIATE RELEASE

Sydneyvision Song Contest 2016: The Year of the Iconic

Sydney, NSW, 5 May 2016

Sydney's answer to Eurovision, **Sydneyvision Song Contest**, kicks off this week with musicians from all walks of life asked to submit an original song and music video.

12 finalists will be selected for screening at the Grand Final at Dendy Opera Quays and will be in the running for over \$3,000 in prizes and a spot on the Newtown Festival lineup.

All Sydneyvision songs must contain the name of a Sydney suburb somewhere in the lyrics and show something "iconic".

"Sydneyvision has been called quirky, eclectic, and eccentric... but unfairly, the Sydneyvision Song Contest has been singled out as the only contest, event or activity in the whole of the Greater Sydney that is never considered 'iconic', said Ken Saunders, Sydneyvision creator and Community Development Manager at Newtown Neighbourhood Centre.

"Sydney, the city of the Harbour Bridge and Opera House, is the city where everything is routinely described as iconic. Everything that is except the Sydneyvision Song Contest, however this year, that changes!"

Now in its seventh year, the Grand Final in late August will be within spitting distance of Sydney's two greatest iconic structures with the final screening at partner Dendy Opera Quays.

Free to enter, musicians from all walks of life are encouraged to enter including would-be singers, mimes with voices and songwriters who have only three chords but good intentions.

"Quite frankly...anyone who can coerce their friends to make a music video," Ken said.

"So songwriters and video makers, get out your Che Guevara t-shirts, film your song while hula hooping, don your Ned Kelly helmets, display your Seattle grunge scene tattoos to the camera or, dare we suggest, your Zane-from- One-Direction haircut....sorry....perhaps that last one is ironic."

** Contest organisers have defined iconic, as anything that will make people stand up and say, "Well yes, I have seen that before...I think."*

For contest information including exact prizes and entry requirements:

Sydneyvision website: www.sydneyvision.org

Deadline for entries – 1 August 2016 (Free entry)

Grand final Screening at Dendy Opera Quays – late August 2016

About Sydneyvision Song Contest and Newtown Neighbourhood Centre (NNC)

Sydneyvision Song Contest is organised by Newtown Neighbourhood Centre and sponsored by GoGet Carshare, City of Sydney and Dendy Cinemas

NNC is a not-for-profit incorporated association serving Newtown and the inner west. Our purpose is to work with the community to fulfil its potential; our vision is to achieve a just community that includes and acts.

www.newtowncentre.org

02 9564 7333

Contacts

Alex Dugan, Sydneyvision Song Contest Coordinator: 0411 376 897

Julian Lee, NNC Marketing and Communications: 0403 013 366