

# NEWS

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## **Young Musicians Compete to Perform at the World Children's Festival on The National Mall across from the U.S. Capitol on June 17-19**

WASHINGTON – Melody Street, LLC of Hollywood, CA and the International Child Art Foundation (ICAF) DC launched an online music contest today for young musicians and amateur groups in the United States and internationally to win the opportunity to perform on the “World Stage” at the 4<sup>th</sup> World Children’s Festival (WCF) to take place on The National Mall across from the U.S. Capitol on June 17-19, 2011.

Held every four years as the “Olympics” of children’s creativity and co-creation, the WCF has, since 1999, evolved into the largest international children’s celebration and a permanent quadrennial event in our Nation’s Capital.

The music contest offers young musicians ages 6 to 16 the chance to showcase their talents on a national and global stage. The contest also offers all children the opportunity to select their favorite musicians and music groups and vote for them so they are among the 25 finalists selected to perform at the WCF. The submission of videos by young musicians and voting by their young fans opened today > <http://melodystreet.com/icaf/>.

“We are excited to partner with an important organization such as ICAF and the World Children’s Festival, and about bringing together young musicians from across the world in a celebration of creativity and harmony,” stated Melody Street co-founder Guy Frenkel. Melody Street co-founder Gilad Benamram said, “Melody Street is committed to engaging kids in musical activities in a meaningful and beneficial manner and the WCF contest is a great channel to showcase and celebrate these young talents.” The online music contest is open to young musicians of any musical style or experience, and everyone is encouraged to share their talent online and try out. ICAF chairman Dr. Ashfaq Ishaq said, “The World Children’s Festival is a showcase of all art forms to boost children’s creativity and we are pleased with Melody Street bringing new talents to The National Mall this June through the amateur music contest.”

The music contest is open to video submissions and fan votes until Friday April 15, 2011. The twenty-five finalists will be announced on Monday April 18, 2011.

The finalists invited to perform at the WCF must make their own travel and accommodation arrangements. A selected panel of judges and the children who convene at the World Festival will select the three best amateur performances, after listening to them play on The National Mall. The three winning groups (or individual musicians) will receive musical gear, Melody Street apparel, free access code to download ‘The House On Melody Street’ interactive eBook for the iPad, and other surprise prizes donated by additional sponsors.

### **Melody Street**

Created by writer/director Guy Frenkel and award-winning composers/producers Gil Feldman and Gilad Benamram, Melody Street is a multimedia brand driven by the belief that music has the power to positively benefit the lives of young children. Across multiple platforms, Melody Street is an innovative and fresh way to entertain kids while engaging them in music in a meaningful and beneficial manner.

### **About the International Child Art Foundation**

Since 1997 the ICAF has served as the international art and creativity organization for children around the world. Every four years the ICAF launches the Arts Olympiad, a free creative education program for schoolchildren, which leads to the World Children's Festival – the "Olympics" of children's creativity and co-creation which is held quadrennially on The National Mall.