

For immediate release

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**The Community Theatre of Greensboro and McDonald's Launch the
Second Edition of *Triad Idol***

***Triad-wide talent search will culminate with the crowning of three "Triad
Idols" on June 17 at War Memorial Coliseum***

Greensboro, NC, April 11, 2006 – After an exciting first run – when nearly 1,000 singers from the ages of 8 to 62 auditioned – the Community Theatre of Greensboro (CTG) and McDonald's have launched the second edition of *Triad Idol*. This year, the singing contest is open to people in three age groups: 8-12 years old, 13-18 years old, and 19 and older.

This year, the number of preliminary audition sites has expanded to include malls in Asheboro and Burlington, in addition to the malls in Greensboro, High Point, and Winston-Salem, where auditions were held last year.

"Who will be our next Triad Idols?" wondered Mitchel Sommers, CTG's Executive Director. "After such an incredible turnout last year, we'll be crowning singers in three age groups instead of just two as we did originally. We saw so many young people with incredible voices and stage presence in the 2005 competition that we've decided to crown two young Triad Idols – one between the ages of 13-18 and one between the ages of 8-12. They will join our adult Triad Idol, who will be 19 years of age or older.

"As we saw last year, this contest will give people of all ages in the Triad the opportunity to showcase their abilities. There are so many talented singers who don't get the chance to perform – and through *Triad Idol*, CTG is hoping to give them that chance," explained Eleanor Schaffner-Mosh, President of CTG's Board of Directors.

To be recognized as Triad Idols, participants will go through four rounds of auditions:

- **Preliminaries:**
 - April 29
 - Oak Hollow Mall (High Point)
 - Randolph Mall (Asheboro)
 - April 30
 - Oak Hollow Mall (High Point)
 - Hanes Mall (Winston-Salem)
 - Burlington Square Mall (Burlington)
 - May 5-7:
 - Four Seasons Town Centre (Greensboro)
- **Quarter-Finals:** May 19-21, Odeon Theatre at Greensboro Coliseum Complex (Greensboro)
- **Semi-Finals:** June 3-4, Odeon Theatre at Greensboro Coliseum Complex (Greensboro)
- **Final Event:** June 17, War Memorial Coliseum (Greensboro)

The winner in each category will receive a prize package including \$1,000; a contract with Marilyn's Talent Agency; a photographic portfolio package; a professionally recorded demo tape; a contract with The Barn Dinner Theatre; a cameo in CTG's summer production of *Peter Pan*; and a gift bag including a piece of fine jewelry from Carlyle & Co. and gift certificates from local businesses. Last year's Triad Idols, Freddy Adkins (who won in the 16 and older category) and CaRee Goins (who won in the 8-15-year-old category) enjoyed a similar prize package.

"On behalf of the local McDonald's owner/operators, we are proud to partner with CTG again on *Triad Idol*, which helps talented people across the Triad gain recognition – and may even jump-start their performing careers," said local McDonald's owner/operator Jim Smith. "McDonald's has supported CTG's outreach efforts for years; both our organizations are focused on making our community a better place to live and work."

Pre-registration for *Triad Idol* closes on April 24; people who don't pre-register may still participate in the preliminary rounds at area malls on April 29-30 and May 5-7. Registration forms and contest rules may be downloaded at www.triadidol.org or picked up at McDonald's restaurants across the Triad, at supporting sponsor Centex Homes, or at CTG's offices.

About the Community Theatre of Greensboro

For 57 years, the Community Theatre of Greensboro has been committed to providing theatre for the community...by the community. We know that an appreciation for the Arts –honed by performing, volunteering backstage, or attending productions –is an important part of a well-rounded life...and an indicator of a vital community. CTG stages a variety of productions each season –from dramas to musicals to the annual production of *The Wizard of Oz* (now entering its 12th hit year). We believe that *Triad Idol* will fulfill an important need in our community: giving children, teens, and adults the opportunity to develop their performance skills through an exciting series of events.

About McDonald's (Title Sponsor)

Our local McDonald's owner/operators are long-time friends of the Community Theatre of Greensboro and other community-based organizations. For nearly a decade, McDonald's has generously supported CTG's annual production of *The Wizard of Oz* by providing Happy Meals for every child who attends "Lunch with Dorothy." McDonald's demonstrates its commitment to young people through its support of *The Wizard of Oz*; this dedication has helped make *Wizard* a local tradition. McDonald's is the leading global foodservice retailer, with more than 30,000 restaurants serving nearly 50 million people in more than 100 countries each day. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local men and women.

About Centex Homes (Supporting Sponsor)

Another strong supporter of CTG, Centex Homes has been the title sponsor of CTG's production of *The Wizard of Oz* for two years. With its "no place like home" theme, *Wizard* dovetails perfectly with Centex, one of the leading home-building companies in the US. Centex delivered more than 33,000 homes in the US from April 1, 2004 - March 31, 2005. At the corporate and local levels, Centex believes it has a responsibility to give back to those communities where its people live, work, and prosper –and CTG has been a grateful recipient of that support!