



SUNSET LANE
ENTERTAINMENT

GROUND BREAKING TV & FILM PRODUCERS JOIN FORCES TO SPARK GRASSROOTS MOVEMENT AND IGNITE NATIONAL CALL-TO-ACTION FOR CURRENT ARTS EDUCATION CRISIS

--Leading the Charge are Entertainment Executive Producer Salli Frattini, Television & Film Director Mark Jacobs, and “Glee’s” No-Nonsense/Loveable Football Coach Actress Dot-Marie Jones --

THE STAGE:

The 17th Annual Southern California Show Choir Invitational April 16, San Diego.

For the 17th year, Chula Vista High School will host the event which features 29 of the best show choirs in Southern California. Honored as a GRAMMY Foundation® GRAMMY® Signature School twice in the past decade for its music program, Chula Vista’s award-winning show choir will not be competing on April 16 because of budget cuts and curriculum mandates.

WHO: *Production:* EMMY®-winning Director **Mark Jacobs** (Zzyzx Films, upcoming “The Glee Project” and award-winning festival feature documentary “Jesse’s Story”), Executive Producer and Sunset Lane Entertainment Founder **Salli Frattini** (www.sunsetlaneentertainment.com), Exec Prod/Creative Concept **Tim Wells**, and Producer **Art Arellanes**; *Promotion:* music and entertainment marketing vet **Ron Roecker** (www.enfluencegroup.com). Group committed to creating feature documentary and network television special to raise awareness about the current arts education crisis. Check out sizzle reel: www.youtube.com/watch?v=2rTap38ubUs

Celebrity Spokesperson: the no-nonsense, lovable football coach from TV/music phenom “Glee,” actress **Dot-Marie Jones** is national celebrity advocate for the call-to-action campaign, as well as this year’s Invitational Celebrity Judge.

WHAT: During the competition, the grassroots campaign will launch officially as the competing show choirs let their voices soar so they won’t be silenced. Helping to tell the



SUNSET LANE
ENTERTAINMENT

story and provide solutions: national music education and preservation leading organization **GRAMMY Foundation**® headed by **Senior Vice President Kristen Madsen** (grammyintheschools.com), Chula Vista High School (hosted by **Vocal Music Director and Invitational Founder Tony Atienza** and **former members of its award-winning Show Choir**); the **Burbank Unified School District** (led by Superintendent **Stan Carrizosa**), **Burbank Arts for All**, and the Invitational competitors: *Diamond Bar Solitaire, Hart Hartbreakers, Burbank Impressions, Los Alamitos Soundtrax, John Burroughs Sound Sensations, Serrano Vocal Point, Mt. Eden Monarch Mirage, Diamond Bar Marquis, Carlsbad Sound Express, Hart Sound Vibrations, Burbank Sound Dogs, John Burroughs Men @ Work, Los Alamitos Xtreme, Los Alamitos Sound FX, John Burroughs Powerhouse, Burbank In Sync.*

WHEN: **Saturday, April 16, 2011**
Competition Starts at Noon
Media Portion: 8 p.m. (approximately)
MEDIA RSVPs: 818.694.3103
***RSVPs Due by Friday, April 15, as space is very limited**

WHERE: Hosted by Chula Vista High @ Golden Hall,
San Diego Concourse
202 C St.
San Diego, CA 92101

******Interviews Onsite: Mark Jacobs, Dot-Marie Jones, Salli Frattini, Kristen Madsen, Tony Atienza, Participating Show Choir members and members of former Chula Vista Show Choir.******

###

Media Contacts:

Ron Roecker (Onsite)	Kimberly Moran-Blad (RSVPs)/Heather Medure
Enfluence Group	Enfluence Group
ron@enfluencegroup.com	kimberly@enfluencegroup.com/heather@enfluencegroup.com