

It's Time to Awaken Our Music!

On June 29th 2006, **The MUSICWAKE LARGER THAN LIFE – Concert Series** will hold their launch from 6:30pm to 1:00am, at the REPUBLIK NIGHT CLUB, Downtown Toronto. The whole event is a competition for the best BANDS, DANCE performers with a sizzling fashion intermission, all combined with the launch announcement of our new **TV reality show called: The Clubber's Backdoor!** We will also be voting in the first group of 8 NEW reality TV show stars for it.

SANDY GOLD, previously from **Citytv, Much Music's Electric Circus** and **ED the Sock** is the MC for the night and co-host of the reality show. The mission of the Musicwake's Larger Than Life – Concert Series is to discover, promote and develop our Canadian talent through unique live show platforms.

*** Vic Desanlis (AWAKE Entertainment Alliance)

Awake Entertainment Alliance, the principal in the event, is focused on conceptualizing, developing, marketing and promoting a unique brand of events. Past working honors have involved Toronto's dance pop sensation ZOE as well as multi-platinum USA based act NO MERCY with the release of their latest single. In addition, Model Search Canada, Blush School of Cosmetics, City Dance Corps, Night Life Info and Centennial College (Music Recording Program) are key collaborators that will ensure the skyrocketing success of the NO.1 music competition program for our Canadian talents.

*** A word about the judges

The panel of 8 judges is lead, for the first season, by legendary public relations man and agent to the stars **Gino Empry** with Allan Kane, a 20 year music composer, RT, a 12 times nominated best music video director at the recently held MUCH MUSIC VIDEO AWARDS and many more (go to MUSICWAKE.COM, *our celebrity* section, for all the details).

IN CONCLUSION, The MUSICWAKE LARGER THAN LIFE Concert Series fully integrates a very interactive and inter-connected template of elements which brings together the backstage parties (bands, dancers, fashion models) with the front end participants (fans) and links them all to The Clubber's Backdoor! (TV show) creating a symbiotic relationship between all the parties.

See www.musicwake.com for the complete schedule of the *MEDIA* portion of the evening

For more information please call Managing Partner,
VIC DESANLIS, President at 416-410-4141 or vicd@musicwake.com