



NEW YORK CITY HOUSING AUTHORITY
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NYCHA RESIDENTS SHOWCASE TALENT AT THE LEGENDARY APOLLO THEATER

40th Annual Celebration of NYCHA's Talent Show Competition Coincides with Apollo Theater's 75th Anniversary.

New York (April 8, 2010)—The 40th Annual New York City Housing Authority (NYCHA) Talent Show Competition will be held for the first time ever at the legendary Apollo Theater in Harlem, NY on Saturday, April 10th, at 2 P.M. Dozens of NYC public housing residents will showcase their creative talents in song, dance, music, drama and spoken word – all in an effort to compete for the first-place trophy in their category (Youth, 6-12 years; Teens 13-20 years; Adults, 21-54 years; and Seniors 55 and up). Competition winners also receive professional acting, musical or singing lessons. Auditions of over one hundred performers were held in each borough and about 25 acts were selected to compete in the final show.

“This year’s Talent Show will be bigger and better than before because of the diversity of acts lined up and because of its venue—the Apollo Theater. We at NYCHA hope to build on our partnership with the Apollo and continue to bring great, affordable entertainment to our communities,” said NYCHA General Manager, Michael P. Kelly.

In 2009, both NYCHA and the Apollo Theater celebrated 75th Anniversaries, which is why the theme for this year’s Talent Show is “Legends.”

“I’ve been involved with the Talent Show Competition for over 20 years and I’ve seen this competition evolve,” said NYCHA’s Deputy General Manager for Community Operations, Hugh Spence. “I can proudly say that for the past 40 years, NYCHA’s Talent Shows have been delighting audiences and launching the careers of up-and-coming performers who reside in public housing,” he added.

Far from just an event, the Competition itself is a culmination of NYCHA’s Performing Arts Program and about 12 weeks of citywide auditions and rehearsals led by a group of professional consultants in the areas of choreography, voice, stage management and presence, make up, and lighting.

The performances will be judged by a professional panel that includes renowned New York locals like radio DJ Bob Slade of 98.7 Kiss FM, Jazz Vocalist Mercy Greene, Christine Battaglia of Sundog Theater and Nina Klyvert-Lawson of GESTURES Dance Ensemble.

Admission is free and tickets can be obtained at the Apollo Theater Box Office.

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About NYCHA

For 75 years, the New York City Housing Authority has provided decent and affordable housing in a safe and secure living environment for low and moderate- income residents throughout the five boroughs. To fulfill this mission, NYCHA must preserve its aging housing stock through timely maintenance and modernization of its developments. NYCHA also administers a citywide Section 8 Leased Housing Program in rental apartments. Simultaneously, we work to enhance the quality of life at NYCHA by offering our residents opportunities to participate in a multitude of community, educational and recreational programs, as well as job readiness and training initiatives.

About the Apollo Theater

For 75 years, the Apollo Theater, a nonprofit institution, has been one of Harlem's, New York City's, and America's most iconic and enduring cultural treasures. The Apollo was one of the first theaters in New York, and the country, to fully integrate, welcoming traditionally African-American, Hispanic, and local immigrant populations in the audience, as well as headlining uniquely talented entertainers who found it difficult to gain entrance to other venues of similar size and resources. Since introducing the first Amateur Night contests in 1934, the Apollo Theater has played a major role in cultivating artists and in the emergence of innovative musical genres including jazz, swing, bebop, R&B, gospel, blues, soul, and hip-hop. Based on its cultural significance and architecture, the Apollo Theater received state and city landmark designation in 1983 and is listed on the National Register of Historic Places.

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