

Calling All Silky Smooth Shower Singers

Female Singing Sensations To Win A Glam Weekend In Hollywood

(NAPSA)—Sound like Dream? Dance like Destiny's Child? Equal Eden's Crush? Girls who think they do and want to prove it, will get the chance when the Schick Shave Shack rolls into town.

Silk Effects® Plus is taking female singing groups out of the shower and putting them on stage with its wildly popular singing-in-the-shower karaoke-mobile which kicked off its third-annual tour on June 8.

"We were amazed by the level of talent that emerged during last year's tour," said Linda Gilmore, brand manager for Schick. "This year, we are taking our contest to a new level by encouraging talented women to come down and showcase their silky smooth voices—because Schick recognizes the importance of being silky smooth."

The Schick Shave Shack—a spectacular 32-foot trailer that converts into a wet and wild stage complete with showerhead microphones—is holding contests in nine major U.S. cities this summer in search of "Silk Effects," female singing groups with that oh-so-smooth karaoke sound.

The contests are open to vocal groups of 2-4 females who are legal U.S. residents and 13 years of age or older. Each group will choose one of hundreds of songs available and perform it karaoke-style in front of hundreds of festival and concert-goers.

Participants will be judged on voice, stage presence/choreography, creativity and artistic interpretation. A

judging panel made up of local deejays and Schick representatives will determine the winning group at each event. Those groups who want to compete but are unable to attend one of the nine live events—in Dallas, Los

Angeles, San Diego, Chicago, Denver, Minneapolis, Atlanta,

Miami and Philadelphia—can

mail-in a video performance to "Schick Shave Shack Contest," c/o BSMG Worldwide, 640 Fifth Avenue, 8th floor, New York, NY 10019 no later than August 19, 2001.

One group at each event as well as one video mail-in entry will be chosen as a semi-finalist—and each member will

Ⓢ receive a prize package containing a wireless *entertainment*

computer from Cybiko, Inc. and music mixing software. At the conclusion of the tour, a panel of judges will review the ten semi-finalists' performances and invite the top three to New York City to perform and compete at the Schick Silk Effects Final Competition. The Grand Prize "Silk Effects" group will win a fun-filled glam weekend in Hollywood, California.

For more information on the Schick Shave Shack "Search for Silk Effects" or complete contest rules, send a SASE to "Schick Shave Shack Contest," c/o BSMG Worldwide, 640 Fifth Avenue, 8th floor, New York, NY 10019 or send an e-mail to schicksilk@bsmg.com.

For more information on shaving, consumers can call 1-800-SHAVERS or visit Schick online at www.shaving.com.

