

National Search For Aspiring Female Singer/Songwriters

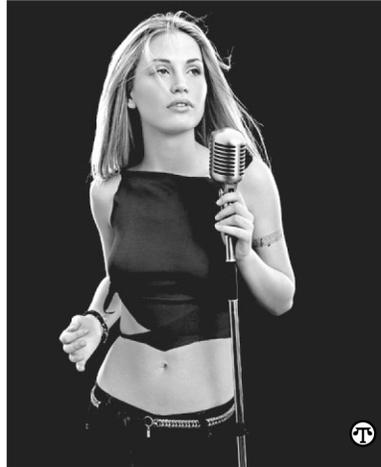
(NAPS)—Do you dream of becoming the “next big thing” on the music scene? Your dreams may come true sooner than you think!

Pantene, the world’s leading hair care brand, has announced the creation of the Pantene Pro-Voice music competition, a national contest designed to recognize young women age 14 to 24 who choose to use their voice as a tool for positive self-expression.

“Music plays an important role in the lives of young women on their journey towards adulthood. The Pantene Pro-Voice music competition was created to celebrate self-expression and encourage young girls to develop their individual style and personality through music,” said Willa Ford, 19, host of Pantene Pro-Voice and Lava/Atlantic recording artist.

The Pantene Pro-Voice music competition will provide an opportunity for unsigned female solo artists and female-fronted bands to showcase their talent as singer/songwriters. Applicants enter for a chance to win a once-in-a-lifetime grand prize: a coveted “demo” recording contract with Atlantic Records, multiple performances as the opening act on an established artist’s summer concert tour, distribution of her winning song via the Pantene Pro-Voice CD, a new Ford Focus and a \$10,000 endowment to the winner’s high school music department!

“This is a great opportunity for young girls who want to break into the music business. The competition will create a place for showcasing their unique talents,” said Ford, who has been singing professionally since she was 11. The following are Willa’s top tips for young women looking to make a splash on the music scene:



Willa Ford, host of Pantene Pro-Voice and Lava/Atlantic recording artist, uses music to express her individuality.

- **Embrace your talent.** If you enjoy the special gift you were given, it will show while you’re performing.

- **Stay focused.** Don’t let rejection or criticism drag you down. Keep a positive attitude and make the most of every opportunity that comes your way.

- **Dare to be different.** Take chances and don’t be afraid to express your individuality. Get out there and show them who you are and that you have something hot to offer!

Applications for the competition with detailed rules-of-entry will be available online at provoice.com and in-store at participating Transworld Music Group retail locations including Cocoanuts, Record Town, Strawberries, Camelot Music, The Wall, FYE and Spec*s Music. The deadline for applications is April 30, 2001. In addition, information on the program will be available at 1-866-PROVOICE.