



# Musicians invited to enter song writing competition

Holiday Inn Express and *Rolling Stone* are calling for musicians from across South Africa to take part in the Holiday Inn Express Song Writing Challenge 2012. The winner will receive R100 000 worth of accommodation at any Holiday Inn Express in South Africa, as well as studio time at Figure of 8 Productions and a radio plugging campaign from TunedIn Publicity.

The competition is open to both amateur and professional musicians across all genres. Individuals or groups can enter by registering and uploading MP3 recordings of original songs, together with song lyrics, at [www.hiexhotels.co.za](http://www.hiexhotels.co.za).

## Mention brand name

In order to qualify for entry, each song must mention the Holiday Inn Express brand name. It can capture a memory, include just a mention, or be written as an ode to the good times experienced at Holiday Inn Express. The song will be showcased on the Holiday Inn Express South Africa website where the public can listen, like and share their favourite entries.

"Holiday Inn Express is designed to give guests everything they need in a hotel without all the frills - so who better to write and sing about our brand than musicians who are constantly on the road travelling from one performance to another. We want to unearth and promote some of South Africa's best song writing talent and can't wait to hear the entries that come in," says Jennifer Yuen, brand director of Holiday Inn Brand Family for Asia, Middle East and Africa.

## Providing a platform

Rolling Stone editor Miles Keylock and local musician Graeme Watkins will help select a winner based on public likes and shares, song structure, song quality and performance. The winner will be announced on 1 February 2013 at [www.rollingstone.co.za](http://www.rollingstone.co.za).

"The Holiday Inn Express Song Writing Challenge 2012 is not just an opportunity for travelling musicians to win valuable accommodation, but it also provides South African artists with a platform to demonstrate their song writing talent and creativity in a fun and interesting format," says Keylock.

The competition prize includes 100 room nights at any of the four Holiday Inn Express hotels around the country, as well as studio time at Figure of 8 Productions and a radio plugging campaign from TunedIn Publicity, together valued at R 20 000.

The competition closes on 23 December 2012. For more information, go to [www.hiexhotels.co.za/songwriting](http://www.hiexhotels.co.za/songwriting).

For more, visit: <https://www.bizcommunity.com>