

Joyburst launches a North American Talent Search to find the next singing superstar

The better-for-you beverage company is offering a grand prize of \$10,000 cash and a song publishing deal.

February 2023, Toronto - On February 15, 2023 Joyburst, the better-for-you beverage company founded by Canadian entrepreneur Brad Woodgate, is launching its first North American talent search to find the next singing superstar. The Joyburst Talent Search is challenging singers to sing the existing song lyrics or write their own open verse to the Joyburst song originally performed by Woodgate and legendary rapper Vanilla Ice. After filming their own rendition, contestants will then need to share their video on TikTok, Instagram or YouTube and then upload the post link onto joyburst.com. The five entries with the most public votes will move onto the final round, where they will be given their own National Joy song to perform live on May 2nd.

The final winner will be chosen by live voting from the public and will receive a \$10,000 cash prize and a song publishing deal.

“Music has always been important to me and I was inspired to help struggling artists have a greater platform to showcase their talents. We want to spread joy and natural energy through music and provide an opportunity for artists to showcase their talent and be heard,” says Woodgate. “The Joyburst Talent Search is committed to finding the next big singing star and helping that person further their career in music.”

The pandemic has had a profound impact on the artistic community, with artists around the world being disproportionately affected by job losses and financial insecurity.

Woodgate, a recording artist himself with three hit songs on Spotify, was signed to Anthem Entertainment as the first Canadian CEO of a food and beverage company in September of 2022. As the Joyburst Talent Search kicks off, both Woodgate and Joyburst hope that the initiative can provide optimism and joy to the music community.

To learn more about the #JoyburstTalentSearch, please visit joyburst.com/pages/joybursttalentsearch.

ABOUT JOYBURST

Joyburst launched in 2021 as a refreshing and better-for-you beverage company. Their line up consists of a natural energy drink, a low calorie alcoholic seltzer and a soon-to-be premium hydration beverage. The company is best known for its out-of-the-box marketing initiatives including the 2022 Super Bowl LVI commercial,

music videos, collaborations with celebrities such as Vanilla Ice and the D.O.C., and talent searches. On May 2nd, 2023 and in perpetuity Joyburst will be acknowledged with its first nationally awarded [Natural Joy Day](#) as recognized by the National Day Archives. To learn more visit joyburst.com.

For More Information:

Joyburst.com

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