



THE ASIA-PACIFIC SONG CONTEST

MUMBAI 2010

OFFICE OF COMMUNICATIONS & NEW MEDIA

PRESS RELEASE

Our Sound 2010 – Australian Song Selection

June to September 2010

Sydney, 30 June 2010 – Today, the organisers of Our Sound – the Asia-Pacific Song Contest, announced the launch of the 2010 Australian Song Selection, to be held from June to September 2010.

Singers and Songwriters from across Australia are invited to submit their songs for consideration to represent Australia at this year's Our Sound – the inaugural Asia-Pacific Song Contest, to be held in Mumbai in November 2010. Songs must be of maximum 3 minutes duration, and submitted as a video at OurSound.asia.

Songs shortlisted by the Australian Jury – a panel comprising representatives from Asiavision, the Music Industry and the Australian Public – will be published online at OurSound.asia and the Australian Public will have the opportunity to vote for their favourite song. The winner of this vote will perform on Australia's behalf at Our Sound - Mumbai 2010.

Our Sound will be broadcast on SBS Television this November, and online at OurSound.asia.

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About Asiavision:

Asiavision Pte. Ltd. was established in Singapore in September 2007 as a media content management company that develops, acquires, produces and markets media content Asia-wide, with Our Sound™ – The Asia-Pacific Song Contest being its flagship product.

www.oursound.asia