

# **-- MEDIA ALERT FOR MONDAY, MARCH 22, 2010 --**

*Watch As a Major New Guitar Star is Discovered!*

## **EXCITING LIVE PERFORMANCES BY 15 FINALISTS IN “LEE RITENOUR’S YAMAHA SIX STRING THEORY GUITAR FINAL COMPETITION”**

**WHAT:** Fifteen aspiring guitarists from around the world will compete with exciting live music performances. Six finalists and the Grand Prize Winner will be chosen by an all-star judging panel. The Grand Prize will include:

- **A special guest star appearance on Concord Records’ upcoming *Six String Theory All-Star Guitar CD* to be released in June 2010.**
- **Full Scholarship to Boston’s renowned Berklee School of Music**
- **Yamaha Guitar Endorsement**
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**WHO:** Competing finalists and panel of music industry judges including **Lee Ritenour** (Producer/Artist of Six String Theory), **John Burk** (Executive VP of Concord Records), **Larry Baione** (Chair of the Berklee guitar department), **Jude Gold** (Director, Guitar Institute of Technology Musicians Institute), and **Mitch Holder** (World-renowned studio musician and teacher.)

Monster Cable’s “Head Monster” **Noel Lee** will also be in attendance to present the finalists with the company’s critically-acclaimed Turbine Pro Copper professional-grade headphones.

**ALL CONTESTANTS AND VIPS ARE AVAILABLE FOR PHOTOS AND INTERVIEWS.**

**WHEN:** **Monday, March 22**  
5:30 PM – Doors open  
6:00 PM – Competition begins  
7:30 PM – Judges select six finalists  
8:00 PM – Finalist performances  
8:45 PM – Judges select Grand Prize Winner  
9:10 PM – Awards Ceremony  
9:30 PM – Event concludes

**WHERE:** The Broad Stage  
1310 11<sup>th</sup> Street  
Santa Monica, CA 90401  
***\*Event is open to the public. Reservations encouraged: To reserve your free ticket, email [Erds\\_Susanna@smc.edu](mailto:Erds_Susanna@smc.edu).***

**Sponsors for the LEE RITENOUR YAMAHA SIX STRING THEORY GUITAR COMPETITION FINALS include:** Yamaha Corporation, Monster Cable, Concord Records, Berklee School of Music, The Broad Stage, Music Connection Magazine, D’Addario Strings, Jazziz Magazine

Complete information can be found on [www.sixstringtheory.com](http://www.sixstringtheory.com)

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