

Oct. 20, 2010

Nettwerk's Terry McBride judging BC Hydro's Invent the Future contest

VANCOUVER – Young singer/songwriters should take note that the man who helped to develop the careers of some big name performers, including Sarah McLachlan, Coldplay and Avril Lavigne, will be helping select the winning entries for BC Hydro's Invent the Future contest. Terry McBride, CEO and co-founder of Nettwerk Music Group, has joined the panel of judges that will be reviewing song, video and essay entries aimed at raising awareness about the importance of energy conservation.

"I am excited to assist with a great cause that will not only help the environment but also nurture young talent and creativity," said Terry McBride. "Each one of us has the ability to make a difference individually but together we can influence change on a larger scale to help conservation and sustainability become an integral part of everyday living."

Through an online provincewide contest called Invent the Future (www.inventthefuture.ca), BC Hydro is encouraging youth, ages 16 to 24, to develop creative ways to engage, influence and educate others about energy conservation. Youth, divided into two separate age categories, can win one of six \$2,000 cash prizes, a week at the Gulf Islands Film and Television School or iPod Touch packages.

"This annual contest provides an ideal platform for youth to voice their thoughts on issues around energy conservation and sustainability," said Lisa Coltart, executive director of Power Smart and Customer Care for BC Hydro. "We are working to meet 66 per cent of our new energy needs through conservation by 2020 and need the help of all British Columbians to get there."

McBride received the Walt Grealis Special Achievement Award recognizing an outstanding individual who has contributed to the growth and advancement of the Canadian music industry. He has also been awarded the Pollstar Industry Award for Personal Manager of the Year twice.

McBride joins a panel of other celebrities and community leaders to assess the contest entries. They include actor Kristin Kreuk, Juno-nominated singer/songwriter Carly Rae Jepsen, Hal Wake from the Vancouver International Writers & Readers Festival, local meteorologist Ann Luu, and environmental and community leader Ajay Puri. Judges will evaluate submissions on originality, innovation, creativity, scope and potential to change behaviour in B.C.

The contest runs from Oct. 1 to Dec. 5, 2010. Submissions can be made individually, or in teams of up to three people. There are two age categories: 16 to 18 years and 19 to 24 years. People's Choice voting for entries will run from Oct. 1 until Dec. 12 – youth are encouraged to enter early in order to accumulate the most votes in this category. Winners will be announced in February 2011. For more information on Invent the Future visit www.inventthefuture.ca.

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