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## PRESS RELEASE

### US singer invites young people to take a stand for their generation

Inspirational American singer-songwriter Becca Shae brings her award-winning music and story of encouragement to The Stand concerts later this month.

The electronic/pop musician will ask the audience to take a stand to make healthier choices in their lives as part of the Clean Generation Campaign.

The Campaign, now in its third year, is a nationwide movement responding to issues that plague the lives of many young Papua New Guineans, such as alcohol and drug abuse, violence, hopelessness and idleness.

As part of the Campaign young people share how they continue to pursue their goals despite the odds set up against them.

Becca Shae herself experienced a tough upbringing, facing a broken family, homelessness and eating disorders. Despite this she survived, thanks to her faith. Shae has embraced the person God created her to be and is determined to see others to join her in this triumph.

At the concerts Shae will perform hits from her eighth album *Champion*, encouraging listeners to be a champion for God, for others and themselves.

The album was released in March and was co-written by heavyweight songwriters Crystal Nicole and Eric Dawkins, who have collaborated with the likes of Beyoncé, Rihanna, Justin Bieber and Janet Jackson.

Over her ten year career the singer has racked up top 10 Billboard Christian CHR radio singles, received a Dove award nomination and established her own record label.

While in PNG Shae will meet with students to share how she overcame her personal struggles to achieve a successful musical career.

The Stand concert is just one element of the Clean Generation Campaign, which also includes a magazine, a weekly radio show, Clean Generators Training and a social media campaign. The Campaign is an initiative of local youth development organisation The Voice Inc.

Concerts will be held in Port Moresby on Saturday 23 August and in Lae on Tuesday 26 August.

Campaign packs are on sale now, which include a concert ticket, a t-shirt and a 14 day Action Plan. Port Moresby tickets can be purchased from The Voice Inc. Office at ADF Haus and Centre for Leadership at UPNG. Lae tickets can be purchased from the Centre for Leadership at UNITECH.

For more information contact 7203 2055 or [info@thevoicepng.org](mailto:info@thevoicepng.org).

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#### Media Enquiries:

- Urith Toa, Communications and Marketing Manager, The Voice Inc. [utoa@thevoicepng.org](mailto:utoa@thevoicepng.org), 7203 2055
- Michelle Bourke, Marketing and Communications Officer, The Voice Inc. [mbourke@thevoicepng.org](mailto:mbourke@thevoicepng.org) 7203 2055