



# **AMERICAN TRADITIONS VOCAL COMPETITION TO PRESENT 'HOORAY FOR HOLLYWOOD' JOHNNY MERCER BIRTHDAY BASH**

**RICHMOND HILL, GA – September 28, 2016** – The American Traditions Vocal Competition proudly presents the second annual Johnny Mercer Birthday Bash “Hooray for Hollywood” on Friday, Nov. 18, 2016. This event will be held from 6:30-9:30 p.m. at The Landings Plantation Club, 1 Cottonwood Lane, Savannah, GA 31411.

This fundraising event will celebrate the 107<sup>th</sup> birthday of Savannah’s favorite son, Johnny Mercer. During his 50-year career, the legendary lyricist, songwriter and singer founded Capitol Records and often cited Georgia as his source for artistic inspiration. Mercer’s work helped put the Peach State on the “musical map,” setting the scene for his native city of Savannah to become a hub of cultural and vocal entertainment.

American Traditions Vocal Competition President Daniel Cohen said, “The American Traditions Vocal Competition is able to call Savannah home thanks, in part, to the trails blazed by Johnny Mercer. We are excited to celebrate the extremely talented and accomplished prodigy’s birthday while also raising funds to continue to bring extraordinary performers and their timeless music to Savannah year after year.”

The evening will feature a glamorous, Hollywood 1930s art-deco theme, and attendees are encouraged to dress elegantly. Plans for the night include dinner, dancing, entertainment, a 50/50 raffle, contestant sponsorship, and a member/cash bar. 2001 American Traditions Vocal Competition Gold Medal

winner Kim Michael Polote, 2006 Gold Medal winner and ATVC Artistic Consultant Vale Rideout, and 2014 Gold Medal winner Mikki Sodergren will delight attendees by performing some of Mercer's classics.

Space is limited, and the Johnny Mercer Birthday Bash did sell out last year, so anyone interested in attending is urged to reserve a space soon. Tickets to this event cost \$85 per person. Proceeds from the evening will benefit the American Traditions Vocal Competition, a 501(c)(3) nonprofit organization and world-renowned arts institution dedicated to providing a forum for showcasing tomorrow's vocal talents and superstars in Savannah. The ATVC's next season runs from Feb. 20-24, 2017.

To purchase tickets, please contact Maddie Harwood at 912-508-1133 or [maddie@cemamerica.com](mailto:maddie@cemamerica.com).

To learn more about ATVC, please visit [www.americantraditionscompetition.com](http://www.americantraditionscompetition.com).

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