



FOR IMMEDIATE RELEASE

Fashion Fantasy Game and The New York Songwriter's Circle Announce Finalists for 2009 Young Songwriter Award

Listen to and Vote for America's Best Young Talent at www.FashionFantasyGame.com

New York – November 3, 2009 – <u>Fashion Fantasy Game</u> (FFG) and <u>The New York Songwriter's Circle</u> (NYSC) announced today the three finalists in the NYSC Young Songwriter Award competition. Songs written by 15-year-old <u>Ali Brustofski</u> of New York, NY; 17-year-old <u>Aubrey Caswell</u> of Thousand Oaks, CA; and 17-year-old <u>Maddie Georgi from Pittsburgh</u>, PA; can be heard now at www.fashionfantasygame.com/nysc.

Music lovers, fans and friends are encouraged to listen to the submissions and to register and vote online exclusively at www.fashionfantasygame.com, a social networking and online game site devoted to style and entertainment. Voting is open through November 8 at 11:59 p.m. EST. The winner chosen by the voters on Fashion Fantasy Game will be announced on November 19 at a live event held at the legendary Bitter End in New York City.

"The FFG community is passionate about fashion and entertainment and they know what's hot," said Nancy Ganz, founder and CEO of Fashion Fantasy Game. "We're excited to offer them the exclusive opportunity to vote for the young woman who could become America's next big songwriter. Throughout contemporary history – from the red carpet to music videos – fashion and entertainment have been closely tied. FFG is the perfect vehicle for The New York Songwriter's Circle to share its emerging talent with a young creative, connected audience of more than 850,000."

The finalists' recordings of their original compositions in the competition are featured on the Fashion Fantasy Game web site at www.fashionfantasygame.com/nysc. The songs are as follows:

Rewind by Ali Brustofski – a pulsating rock ballad that reflects the performers she says influence her work, including Katy Perry and Fergie.

All I've Ever Known by Aubrey Caswell – a plaintive song that showcases the young performer's talent at the piano, as well as songwriting skills reminiscent of Carole King.

Go by Maddie Georgi – a high energy composition that highlights her additional talents on lead vocal and rhythm guitar and the influences of role models including Carrie Underwood, Natalie Merchant and Kelly Clarkson.

"These three finalists in The New York Songwriter's Circle Young Songwriter Award beat out serious competition from thousands of other talented songwriters," said Tina Shafer, NYSC Artistic Director and president for the past 19 years. "I think that voters will have a hard time choosing their favorite. Among these three however, I know there is at least one who has what it takes to become the next Kate Voegele."

For the past few months, The Fashion Fantasy Game community has been able to view videos and listen to songs from different NYSC talents each week in FFG's "R. Lilly Café." The Café is the hub of the site's social network and a venue for videos, music and making new FFG friends. NYSC also has a profile on Fashion Fantasy Game and engages with the FFG community through chat, e-mail and their own music-inspired fashion designs.

This is the first year the Young Songwriter Award contenders have their works featured on the Fashion Fantasy Game web site, a creative, smart and stylish community that's tuned into the latest trends and pop culture. The Award, established in 2007, is dedicated to supporting one great young songwriter under age 18 to help them launch their music career and showcase their craft. In addition to the valuable exposure on FFG and earning the recognition that comes with an award of this caliber, the Young Songwriter Award winner receives a \$1,000 cash prize. The Young Songwriter Award is part of the NYSC 2009 Songwriting Contest, whose past winners have included Kate Voegele, Company Of Thieves and Mieka Pauley. The 2009 winners will be announced November 18 and 19 at the Bitter End in New York City.

About Fashion Fantasy Game (FFG)

Fashion Fantasy Game (www.fashionfantasygame.com) is the online game, social network and virtual world for young women who are passionate about fashion, friends and fun. Developed by fashion industry veteran and successful entrepreneur Nancy Ganz, players of Fashion Fantasy Game design and sell virtual fashions in a competitive online environment that offers them a taste of what it would be like to have their own fashion businesses. Fashion Fantasy Game features multiple levels of play, weekly themed design competitions, e-mail and chat functions. Fashion Fantasy Game has more than 850,000 registered members who have created more than 1.7 million original fashion designs.

About The New York Songwriter's Circle (NYSC)

For more than 19 years, The New York Songwriter's Circle has been producing and directing bimonthly shows at the legendary Bitter End club, in New York City's West Village. The Circle has launched the careers of notable artists such as Norah Jones, Jesse Harris, Lisa Loeb, Vanessa Carlton, Gavin DeGraw, NYSC songwriting contest winner and regular on "One Tree Hill" Kate Voegele, Company of Thieves and Chris Barron. The Circle is one of the most popular music events in Manhattan, attracting the best up and coming songwriting talent from around the world and top music industry executives looking to discover "the next big thing." NYSC sponsors the New York Songwriting contest annually, recognizing emerging talent with its Young Songwriter Award and more seasoned composers with the 2009 Songwriting contest. NYSC hosts live music showcases across the country including New York, Philadelphia, Boston, Chicago and Los Angeles as well as an educational "Loft Series" dedicated to supporting, nurturing and empowering artists in this new age of the Music industry.

###

Media Contacts:

Li Kramer Halpern On behalf of Fashion Fantasy Game (646) 415-9435 pr@fashionfantasygame.com Tom Gibson
On behalf of New York Songwriter's Circle
GIBSON Communications, LLC
(212) 725-4500, ext. 327
(201) 264-3646 (cell)
tom.gibsoncommunications@gmail.com