

July 9, 2010

For Immediate Release:

From: The Lapeer Area Chamber of Commerce

Re: 2nd Annual Guitar Hero Competition at the Lapeer Days Festival

Lapeer Regional Medical Center (Major sponsor of the Lapeer Days Festival) and The Lapeer Days Committee are pleased to announce the second annual **Guitar Hero Tournament**.

This event is proudly sponsored by **PNC Bank** and **Unicorn Management**, and produced by **CC's Cyber Café!**

The second annual Lapeer Days Guitar Hero Tournament will take place on Friday, August 20 from 4:00pm until 8:00pm and on Saturday, August 21 from 2:00pm until 6:00pm.

Contestants will have three qualifying levels to choose from; Medium, Hard & Expert. Players will be allowed to choose one qualifying level and will compete at that level for the entire tournament. The final two players with the top score in their level (Med, Hard, Expert) will compete for first and second place titles in "Battle-Mode". Each day first place prizes **of \$50 dollars and second place prizes of \$25** will be awarded to the winners of the tournament in each of the medium, hard and expert levels. Winners will be allowed to compete one day only to give a new group of participants the opportunity to win in the tournament on Saturday.

In addition to the competition, non-competing players will have one station dedicated to open – play using Rock Band II including 2 guitars, 1 drum set and 1 Microphone. Four people can play at one time per song.

The event is sponsored by and produced by CC's Cyber Café.

Tournament signup will begin on Friday at 3:00pm and on Saturday at 1:00pm. The flow of the event is as follows:

Friday, August 20:

3:00pm Tournament signup begins

4:00pm Tournament qualifying begins

4:00 – 6:30 pm Open Play for non-competing customers begins (One station will be dedicated to open-play using Rock Band II with 2 Guitars, 1 Drum Set & 1 Microphone, which allows 4 People per-song to participate)

6:30pm Names of competing players will be announced
players must show up by 6:45pm - to play in tournament.

6:45 - Begin Tournament Play.

8:00pm Winners announced and prizes awarded

Saturday, August 21st:

1:00pm - Tournament signup begins

2:00pm - Tournament qualifying begins

2:00 – 4:00 pm Open Play for non-competing customers begins (At least one station will be dedicated to open-play using Rock Band II with 2 Guitars, 1 Drum Set & 1 Microphone (4 people per song)

4:30pm - Begin Tournament Play.

6:30pm - Names of competing players will be announced (players must show up by 6:45 to play in tournament)

6:45pm – Tournament Play

6:00pm - Winners announced and prizes rewarded