



Winery Music Awards
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News Release

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For Immediate Release

Paso Robles' Winery Music Awards Competition Round 3 Concludes With A Los Angeles-Based Winner

Paso Robles, CA –August 13, 2007—Los Angeles-based Justin Hopkins won the third elimination round in the summer-long Winery Music Awards competition among independent, original music artists held at various wineries throughout the Paso Robles wine region. Hopkins automatically advances to the final competition on October 7 to compete against three other elimination-round winners and two Wild Card winners.

Performing as a soloist on guitar, rather than with his full band, Hopkins earned a total average score of 78.30 out of a possible 100 points. Ten music and entertainment industry judges were present at Saturday's show out of a pool of twenty.

"Justin has refreshingly honest and soulful vocals and guitar playing," said judge Roy Braverman of Los Angeles. Judge Diane Steinberg-Lewis, who awarded Hopkins a near perfect score--98 points--described Hopkins as "clearly commercial and still poetic—Justin communicates."

The four-hour show, which featured five different artists, was held at Silver Horse Winery, with 360-degree views of unlimited rolling hills covered with rows of grapevines. Artists came from Los Angeles, New York City, and the Central Coast of California to compete, representing a variety of musical genres, including rock, alternative, blues, and pop. The four other artists were Assaf Spector from Brooklyn, NY; The Laurie Morvan Band and Sarah Hethcoat, from the Los Angeles area; and Matthias, a local Central Coast artist.

The Winery Music Awards competition is a Paso Robles, CA-based showcase open to original music artists from the US and Canada, independent and unsigned with major record labels. Its four monthly Semi-Final concert competitions began in June with the first five artists out of twenty competing

altogether. Elimination round winners, plus two Wild Card winners, earn a place at the final competition on October 7 and a chance to win prizes, cash, and a breakthrough recording contract.

Singer/Songwriter Shannon Curtis from Los Angeles, CA won the June Elimination Round while the July Elimination Round winner was Dominic Castillo and the Rock Savants from San Luis Obispo, CA. Current Wild Card artists are Amber Norgaard of Tucson, AZ and Debra Arlyn of Portland, OR.

Artist performances are judged in the categories of originality, musicianship and marketability to the prime wine-consuming market, men and women aged 25-54.

Hosts Andrew Firestone, General Manager of Firestone Winery in Paso Robles, and once featured on TV's "The Bachelor", and Janie Terrazas, a Los Angeles-based TV personality and model, keep audiences entertained at each show with their personable charm and quick wit.

Founded and produced by Kathy Kelly Productions, Inc., the competition was created out of the growing popularity of quality musical performances at many wineries throughout California. Attendees enjoy fine wine, gourmet food and quality original music in a variety of genres surrounded by rows of vineyards and stacks of wine barrels.

Tickets for any of the remaining rounds of the Winery Music Awards concerts are available through <http://www.BrownPaperTickets.com> or by calling 1-800-838-3006. The fourth, and last, elimination round is September 15 at Silver Horse Winery, starting at 4pm. Tickets are \$40.00. More information is available at www.winerymusicawards.com.

Note to Editor:

Artist & event photos are available to download at the MEDIA page of the Winery Music Awards website. Go to: <http://www.winerymusicawards.com/media.php>

If your publication plans to cover the Winery Music Awards, media passes are available. Contact Kathy Kelly or Len Napolitano to make arrangements.

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