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OARC'S TALENT SEARCH FINDING STRONG CONTENDERS

Philadelphia, PA (October 30, 2008) – Ogontz Avenue Revitalization Corporation (OARC) continues its search for a Rising Star Talent in West Oak Lane.

This week's preliminary finalist is a group called "The Illusions", a Philadelphia-based ensemble of five singers and their own five piece band. The group is high energy and has a repertoire of powerful renditions of songs made famous by groups from the 70's such as The Temptations, The Stylistics, The Drifters, Little Anthony and the Imperials, The Dramatics and many more.

Beating out two other contestants on Wednesday night, The Illusions sang songs recorded by the Dramatics ("*Thank You*") and Heatwave ("*Sho Nuff Must Be Love*"). The group's teamwork and dedication to perfection was apparent when they wowed the crowd at Sadiki's with 3 hits by The Temptations, "Get Ready", "Don't Look Back", and "Heavenly".

The Rising Star Talent Search preliminary competitions continue each Wednesday until March 25, 2009. Semi-finalist competitions take place beginning April 1, 2009 and end May 20, 2009. The winner of the final competition will be selected June 3, 2009 and will receive a \$2,500 award and the opportunity to perform at the 2009 West Oak Lane Jazz & Arts Festival which takes place June 19th, 20th, and 21st. For more information about The Rising Star Talent Search, contact Tyrone Holland at 215-927-5455 or by email, tholland@OARCP Philly.org.

ABOUT OARC – OARC is a non-profit, 501(c) (3) community development corporation and a pioneer in the economic development of commercial corridors and residential neighborhoods throughout the Northwest Philadelphia area. Founded in 1983 by State Representative Dwight Evens, OARC is also the executive producer of the internationally acclaimed WEST OAK LANE JAZZ & ARTS FESTIVAL. OARC works with other community leaders, elected officials and various organizations who share in the mission to revitalize neighborhoods and encourage housing, economic/business development, cleaning and greening, education and community relations, and arts and culture as an effective approach. To find out more about OARC, please visit www.OARCP Philly.org.

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