

NEWS RELEASE

July 25, 2012

July 25, 2012, Canada - The BC Country Music Association (BCCMA) is proud to officially announce that Vancouver, BC based recording artist and songwriter Kylee Epp is the winner of the provincial segment of the CCMA FanFest Performance Poll Contest 2012.

Epp will move on to represent BC in the national competition against the other provinces in Canada, for a chance to perform at CCMA Country Music Week (CMW) FanFest 2012 on Saturday, September 8th, 2012 from 11am-2pm in Prairieland Park in Saskatoon, SK.

Runners up to Epp in the provincial segment of the competition are Stacey McKittrick and AJ Woodworth. Each of these finalists submitted strong acoustic performance videos which earned them a position as a contestant in the final round. For the final round, the BC Country Music Association posted videos from the finalists on their BCCMA Facebook page for fan voting, which opened on July 21, 2012. Fans were able to vote by clicking LIKE on their favourite artist and video. Three finalists were responsible to run their own campaigns, rally fan support and lobby for votes. Voting closed last night, July 24, 2012 at 12am [PST]. The results were tallied by the BCCMA this morning to reveal the winner.

Epp rolled out a Social Media campaign using Twitter and Facebook which accumulated in 69 shares and 62 comments on her video and a reach to over 18,000 Facebook users resulting in a total 866 LIKES on her video.

Epp will move forward to compete nationally in the CCMA FanFest Performance Poll Contest 2012 which will launch on August 7, 2012 and will be presented and officiated by the Canadian Country Music Association.

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