



FAIRLY GROUP

Reshaping Paradigms

STAY HOME AND SING!

Fairly Group Launches Contest to Inspire Amarillo and the Texas Panhandle & Keep Neighbors Connected

AMARILLO, TX – Today, Fairly Group of Amarillo launched *Stay Home and Sing*, a ‘virtual’ singing contest aimed at keeping area residents connected while we’re “All In”.

The contest will be a fun and creative way to spread optimism during a time of uncertainty.

“When faced with adversity, folks in Amarillo and across the Texas Panhandle rise to the occasion,” says Fairly Group CEO Alex Fairly. “This contest is our way of saying we will stay connected - no matter what, and we will see our way through this crisis **together.**”

There are eight categories in the contest: healthcare professionals / first responders, teams, school-affiliated music groups, musicians, church choirs & worship bands, families, media, and an ‘open’ category. Once you decide where your group fits, it’s time to warm up the vocal chords and start singing. Instrumental groups are welcome. We want people to let loose and have fun!

Groups will be able submit entries over a 2-week period. A panel of judges will select 3 finalists in each category and an online vote will determine category winners. The top-5 vote-getters will choose a charity to which Fairly Group will donate \$5,000 EACH. The Overall Winner, selected by the judging panel, will perform at the Sod Poodle’s 2020 Opening Day Game.

To participate, residents simply need to pick a favorite song and at least four people willing to have a little fun. Each team member will record their portion of the song individually, later combining the tracks for the final submission. Groups unable to produce a final mixed version of their video will be able to submit their individual tracks to be mixed by a professional. Entries will be accepted from April 7th through noon, April 20th.

“This contest is a great way for our community to come together during this crisis, and we are proud to support this campaign,” says Amarillo Chamber of Commerce President Gary Molberg.

A full set of instructions will be provided along with guidelines and tips on recording and submitting your virtual video at **InspireAmarillo.com**.

So, ‘connect’ with your family, friends and colleagues and let’s have some fun by staying home and singing together!

For more information, or to request an interview, contact Wendi Swope at (806) 336-4007.