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FOR IMMEDIATE RELEASE

Piano Cleveland's New Video Contest PianoFlicks to Explore the Relationship with Piano Through Multimedia

CLEVELAND, OH - October 4, 2021 Viewers across the world can tune-in for Piano Cleveland's PianoFlicks, a new video contest showcasing how artists of all ages and styles express the world of piano through short multimedia "flicks." Six musicians, selected from a pool of submissions from past contestants and Piano Cleveland affiliates, will compete in the organization's new video contest set to air worldwide on Wednesday, October 27, 2021 at 7:00PM. PianoFlicks will showcase musicians' ability to create, collaborate and share their connection to the piano. Viewers will be able to see their creativity come to life through the presentation of repertoire, performance practice, or personal stories. There are no limits to the creativity and artistic expression of these 30-second to five-minute videos that will be presented during the live broadcast this month.

Piano Cleveland continuously strives to innovate how musicians share their artistry and how audiences can enjoy it around the world. "We recognize many musicians are still out of work and wanted to provide a platform for individuals to creatively present their craft," said Yaron Kohlberg, President of Piano Cleveland. "We are excited about the opportunity for musicians to express and create in ways that go beyond the boundaries of traditional piano competitions or recitals, while making music more accessible for listeners at the same time."

The contest presents viewers the opportunity to experience piano through a new lens, whether a multi-faceted composition, character piano comedy sketch or an improvised piece titled Beethoven's Coronavirus. Throughout the broadcast, viewers have the chance to cast their vote for the Audience Prize on pianocleveland.org. To help artists in need, all participants will receive prize money for their participation in the contest, with one lucky pianist taking home the Audience Prize of \$300. For more information, please visit pianocleveland.org.

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About Piano Cleveland

Established in 1974, Piano Cleveland promotes Cleveland as a premier piano destination by presenting world-class programming, community engagement, and education initiatives. The organization's four major programs and events include the quadrennial Cleveland International Piano Competition, CIPC for Young Artists, Concert Series, and year-round education and community outreach programming. For more information, visit pianocleveland.org.

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