

# HONENS MEDIA ADVISORY

## FOR IMMEDIATE RELEASE

### **The Honens ProAm is back and this time it's a rumble in the energy patch**

CALGARY, AB, August 4, 2011 – The Honens ProAm is a piano competition for accomplished amateur musicians who make their livings in professions other than music. It's the "ProAm" because these amateurs play like pros. On October 15, three engineers – David Dixon of Nexen Inc., Colin Edie of Encana Corporation and Daniel Yang of Canadian Natural Resources Limited – and Andrew Hoffmanns, a Financial Analyst from Shell Canada Limited, will unleash their creative energy and competitive spirit to raise \$100,000 to support the prestigious Honens International Piano Competition at the 2011 ProAm at Theatre Junction GRAND.

Each gentleman will perform a 15-minute recital and will be judged by a panel of experts to determine the top of the heap. The Jury of prominent musicians and music professionals will be revealed the evening of the competition. Each pianist will rally a cheering squad of his own in order to win the Audience Choice Prize. To prepare for the event, pianists will take part in fundraising concerts in private homes and a masterclass with First Laureate of the 2009 Honens International Piano Competition, Russian pianist Georgy Tchaidez. The public masterclass will take place during Alberta Arts Days on October 1, 2011, at Steinway Pianos of Calgary.

The 2011 Honens ProAm is made possible with support from Steinway Pianos Calgary and Theatre Junction GRAND.

|         |                                                                  |
|---------|------------------------------------------------------------------|
| WHAT    | Honens ProAm                                                     |
| WHERE   | Theatre Junction GRAND<br>608 First Street SW<br>Calgary Alberta |
| WHEN    | Saturday, October 15, 2011 at 7:30 pm                            |
| TICKETS | \$20 at honens.com or (403) 299-0140 from Monday, August 8, 2011 |
| PLEDGES | Pledges can be made for pianists at honens.com                   |

- 30 -

### **Background Information Attached**

#### **Alberta Media Relations**

Janet Bwititi  
Honens  
(403) 299-0130 ext. 138  
jbwititi@honens.com

#### **National Media Relations**

Karen Lorenowicz  
KL Strategic Communications  
(416) 243-0168  
karen.l@sympatico.ca

# **BACKGROUND INFORMATION**

## HONENS PROAM PIANISTS

### **David Dixon**

David Dixon was born and raised in Calgary, Canada. He began piano lessons at age eight, and fosters his love of the instrument by playing every day, even if only for a few minutes. David actively continues his piano studies and is working toward a Royal Conservatory of Music ARCT Diploma. While his practical side led him to earn a degree in Chemical Engineering from the University of Calgary, he satisfied his creative streak as a member of the jazz band during his time there. Since graduation, he has worked as a Reservoir Engineer for Nexen Inc. Aside from playing piano, David sings in a choir and enjoys listening to jazz, especially the improvisations of pianist Keith Jarrett. David chose to compete in the Honens ProAm because "I want a chance to give back to my community and meet other pianists. It will motivate me to practice more diligently."

### **Colin Edie**

Who says jocks can't play piano? Calgary native and football enthusiast Colin Edie is a Petroleum Engineer with Encana Corporation. He is a graduate of Queens University with a degree in Engineering Chemistry. Colin began piano at age five and quit within a year. At seven, his mother cried tears of joy when he again asked for piano lessons. He now holds his Royal Conservatory of Music Grade 10 certificate. Always active, Colin played high school football as team captain and offensive lineman. He also enjoys hiking, snowboarding and golf, and recently completed an Olympic triathlon and a marathon. Inspired by performances at both the 2008 Honens ProAm and the 2009 Honens Competition, Colin says "I'm excited that we have such a world-class event like the Honens International Piano Competition in Calgary and that by playing in the ProAm I can make a meaningful contribution."

### **Andrew Hoffmanns**

Andrew Hoffmanns was born and raised in the Netherlands, moved to Calgary in 2010 and now works as a Financial Analyst at Shell Canada Limited. He began piano at age eight yet surprised his piano teacher a few years later by declaring that he wished to become a psychiatrist - a curious choice for a 10-year old. Instead, he continued his musical studies and spent two years at the conservatory in Rotterdam before starting a career in accounting. Andrew's work has taken him to many countries including Qatar and Nigeria. He enjoys listening to a variety of music including classical, jazz and world. His favourite artists include Andrea Bocelli, Eric Clapton, Sting and Dutch singer Mathilde Santing, and he is inspired by pianists Murray Perahia and Lang Lang. Andrew says by performing in the ProAm, he is happy to support the Honens International Piano Competition and the lives of emerging concert pianists. "They have all studied so hard to develop their talent and deserve help from us."

## Daniel Yang

When Daniel Yang began piano at age six, his teacher ordered him to stop playing soccer for fear of injury. When he in fact hurt his wrist during a game, he told his teacher it was from too much piano playing! He continued his piano studies until age 16, outlasting his soccer career. Daniel has a diploma in Geophysics and a PhD in Natural Sciences from the Technical University of Berlin. He works as a Reservoir Specialist for Canadian Natural Resources Limited and is CEO of Borealis Geopower, a small company that promotes geothermal energy in Canada. Since settling in Calgary, he has found time to return to the keyboard. An avid classical music fan, his favourite recording is Luciano Pavarotti's *Neapolitan Songs*. Daniel is thrilled to perform in front of a crowd and says the ProAm will help him focus on improving his piano skills.

## HONENS INTERNATIONAL PIANO COMPETITION

Canada's Honens International Piano Competition is a leader in discovering and launching the careers of young concert pianists. It searches for Complete Artists – 21<sup>st</sup> century musicians for 21<sup>st</sup> century audiences – and awards its Laureates the competition world's largest cash prize and most comprehensive artistic and career development program.

The Seventh Honens International Piano Competition, presented by Nexen Inc., takes place October 17 to 26, 2012. Lead Sponsors include Enbridge Inc., Statoil and TransAlta; Supporting Sponsor: Macleod Dixon LLP. Other Competition sponsors include: ARC Financial, Bantrel Co., Canadian Natural Resources Limited, WAX Partnership Inc., Deluxe Design Group, ecentricarts inc. and Hôtel Le Germain Calgary. Honens also thanks corporate supporters TD Waterhouse, Mawer Investment Management Ltd, Masters Gallery, Gluskin Sheff + Associates Inc., and public and foundation partners Alberta Foundation for the Arts, Alberta Lottery Fund, Calgary Arts Development Authority / City of Calgary, The Calgary Foundation and the Rozsa Foundation.