

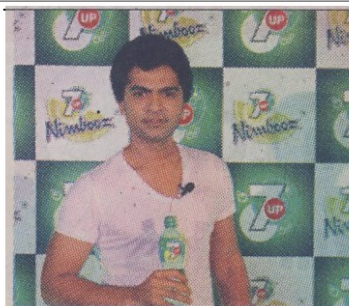
News monitored for: Pepsi - Brands

City Express

STR TO JUDGE DANCE SUPERSTARS

From cricket fever to dance mania, it seems the fourth edition of 7Up's 'Lemon Pattalam' just took on a refreshing change of direction. Taking forward 7Up's 'I feel Up' philosophy, the brand announced on Wednesday the launch of the competition in an all new format – '7Up Dance For Me – Lemon Pattalam. Previously targeted at cricket lovers in the South, with the winning team of seven to play the Chennai Super Kings, the focus this year is on finding dancing superstars.

The competition will be open to 21 cities in Tamil Nadu, Andhra Pradesh, Kerala, Karnataka and Puducherry. And with a grand prize of ₹51 lakhs and other goodies such as I-pods and an X-box, it looks like this Southern-spread dancing extravaganza is bound to have a whole lot of takers. Brand



Silambarasan | R SATISH BABU

ambassador STR shook a leg for his much-hyped *Love Anthem for World Peace*. The actor, who will be judging the final stages of the contest with Tollywood star Allu Arjun, said "Since I am from Tamil Nadu, I really want a team from here to win this time." Interested participants can register by collecting seven PET labels or Nimbooz crowns (caps) and attend the city auditions, which will be held in the city on April 21 and 22. Also present during the event was Ruchira Jaitley, executive vice president – marketing beverages (Flavours), PepsiCo India.

—Express Features