

News monitored for: Pepsi - Brands

THE HINDU
METROPLUS

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Shake a leg

Well, here's something for those of you who can shake a leg. 7UP has announced the launch of the 7UP Dance For Me contest. This event provides a platform to dance enthusiasts to showcase their talent to actor Simbu, and the winner will get a grand prize of Rs. 51 lakh.

Interested persons can register by producing seven PET labels or crowns of 7UP or Nimbooz at the auditions. They will have to participate in teams of seven and qualify for the Centre auditions that will be held in Bengaluru, Chennai and Hyderabad. As the competition gets hotter, the finalists will attend a specialised dance workshop in Chennai before they compete one another in the grand finale that will be judged by actors and 7UP brand ambassadors Simbu and Allu Arjun. For more details about the contest, log on to www.7UP.in, <http://www.ifeelup.in> or <http://www.facebook.com/7UPINDIA>

