



FOR IMMEDIATE RELEASE

## **AFRICA'S BIGGEST SUPERMARKET RETAILER PLUGS INTO ITS OWN TALENT POOL**

Cape Town, 11 June 2018 - Talent is often discovered in places where one least expects to find it and each year the TOPstars singing competition discovers amazing talent among ordinary retail workers. TOPstars is a singing performance contest run by the Shoprite Group of Companies for their over 148 000 employees across Africa and islands in the Indian Ocean.

As the largest private sector employer on the continent, the Group needs innovative ways to expand and grow. TOPstars empowers our employees to be the best they can be in the workplace and unites people to support the company's growth plans.

Since its inception 12 years ago, TOPstars continues to progress in its application of purpose and value both in people and their role in the workplace. "The project highlights the ethos that a strong individual makes a stronger team, encouraging pride and effort to achieve quality. These are principles which become the motivation to work towards excellence", says Callie Burger, Shoprite Group's Human Resources General Manager.

The TOPstars judges will be travelling across Africa to countries where the Shoprite Group has a footprint, during an annual road show kicking off on 11 June this year, in the friendly city of Port Elizabeth. It's clear that the contest keeps growing bigger each year with entries received from as far as Ghana, Uganda and Madagascar.

This year's judging panel is again led by well-known music artist and TOPstars producer Mynie Grové and the very charming SABC 3 morning Expresso Show presenter, Katlego Maboe, who will be the roadshow MC and is also part of the judging panel. Three of South Africa's best vocal and performance coaches, Amanda Luyt, Shawn George and Heinrich Frans joins the team this year and will be guiding semi-finalists for a chance to reach the Finals in October.

Each semi-finalist receives on-the-spot coaching to ensure they perform at their very best for their moment in the spotlight. "Through dedicated encouragement, mentorship and

intense coaching during event-driven timelines, individuals are drawn into a bigger concept of personal growth through empowering self-expectation”, says Mynie Grové.

The winner from each semi-final competes at the Grand Finale on 20 October when the TOPstars 2018 winner will be selected. “The value of the competition lies in validating every participant’s hidden talents with which they contribute to the work environment, their community and their own personal enrichment”, says Mynie Grové.

The TOPstars semi-final roadshow dates for 2018 are:

<b>Date</b>	<b>Venue</b>
11 June 2018	Radisson Blu Hotel, Port Elizabeth
14 June 2018	Hemingways Hotel, East London
18 June 2018	Gateway Hotel, Durban
10 July 2018	Bellville Civic Theatre, Cape Town
17 July 2018	President Hotel, Bloemfontein
19 July 2018	Protea Hotel Centurion, Gauteng
23 July 2018	Tsogo Sun Ridgeway Hotel, Lusaka
26 July 2018	Hilton Hotel, Windhoek

Keep following the TOPstars journey on [Facebook](#) and visit [www.topstars.co.za](http://www.topstars.co.za) for more information.

#TOPstars2018

#Plugintothemagic

**ENDS**

Word Count: 527

### **About TOPstars**

#### **What is TOPstars?**

TOPstars is an uplifting personal development project in the guise of a singing competition for ordinary retail workers.

#### **How often does it take place?**

It has been taking place annually for the past 12 years and growing exponentially in its current format since 2008.

#### **Why was it started?**

It began as a choir competition as part of a service excellence drive to build stronger worker teams. As the original version had no system other than finding the best choir, it became

clear during 2007 that a competition strategy would really benefit workers if it was designed to build existing talent to mould a stronger individual through teaching self-validation.

### **What does TOPstars do for the employee?**

The principles and processes of ensuring a good singing performance are the same principles we use for “success thinking” and make it part of every TOPstars experience.

Participation gives employees the opportunity to look at themselves in a different light, to explore their own possibilities and believe that anything is possible if you step up to an opportunity and try to achieve what you wish for.

Every individual craves validation and wishes for a bright future. TOPstars creates an environment where self-discovery is not only encouraged but fervently pursued.

In TOPstars we make sure that everyone walks away validated and feeling empowered by the belief and trust in their own capabilities.

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