



Newzapalooza Annual Media Battle of the Bands Turns 10

Publishers challenged to pony up for a great cause

TORONTO — Who knew that what started 11 years ago would be turning 10 this year? Yes, we at Newzapalooza skipped one year — and no one remembers why — but we are celebrating our 10th show and it promises to be a very special one.

On Friday, Nov. 7, 2014, at The Opera House, 735 Queen St. E., seven bands made up of hacks from the Toronto Sun, The Globe and Mail, Toronto Star, National Post, BNN, The Canadian Press, Thomson Reuters and Hamilton Spectator, plus a merry band of freelancers, will take to the stage to raise money for the Children's Aid Foundation.

Newzapalooza is marking its first year without founder Jonathan Jenkins, who died in April at a young age due to cancer. We continue to miss his steady hand and his love for this event. This year, his son Dexter Westaway is serving as Honorary Chair of the organizing committee and he and his sister Maizey have chosen this year's order of the bands. Please check out the [video](#).

The event has raised more than \$70,000 for the Children's Aid Foundation.

Hosted this year by Tom Power of CBC Radio 2, the show will once again draw on crack (that's so yesterday – ed) celebrity judges to put the media bands in their places. This year's line up includes Olympian Adam van Koeverden, comedian and actress Debra McGrath, comedian and actress Geri Hall and Mark Towhey, former chief of staff for Rob Ford.

Special thanks to this year's growing list of sponsors, which includes [Home Depot](#), [The Opera House](#), [Long & McQuade Musical Instruments](#), [Ace Awards Inc.](#), [Toronto Sun](#), [Toronto Star](#), [Qi Salon](#), [Pizzeria Libretto](#), [New Balance Toronto](#), [Girl About Toronto Multimedia](#), [X-copper](#), [Ace Bakery](#) and [The Ten Spot Beauty Bars](#). There will be promotional draws for cool stuff the night of, including luxury box seats for Leafs and Raptors games.

And, in this year's **publisher challenge**, [The Globe and Mail](#) has already wagered \$1,000 on its new band, Fun With Discipline, to steal away the Newzapalooza crown from reigning co-champs from last year — the Toronto Sun and Toronto Star (surely that will not go without similar wagers from other publishers – ed).

Doors and the bar open at 7 p.m., and the show, barring any unforeseen proroguing, will begin at 8 p.m. Tickets are \$20 and are available at the door or from members of the media bands taking part. The Opera House is a kid-friendly venue, but minors must be accompanied by an adult.

For more information, visit www.newzapalooza.ca, or like and follow [@Newzapalooza](#) on [Facebook](#) and Twitter.