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## **CONN.'S FIRST KARAOKE BAR OPENING IN NEW HAVEN**

### ***Grand opening to include appearance by William Hung of American Idol fame***

NEW HAVEN, CT., Aug. 14, 2012 – Even if you cannot belt out a rock ballad like Steve Perry or croon like Sinatra, you can still be a hero in front of an audience, singing your favorite tune.

The new downtown New Haven hot spot, Karaoke Heroes, is the place where anyone can live out a fantasy and, at least for a song, be a hero and a star.

When it opens in late August, Karaoke Heroes will be Connecticut's first dedicated Karaoke bar. Located at **212 Crown Street, New Haven**, in the heart of the city's club district, Karaoke Heroes will feature a main bar area and stage for fun-loving singers, as well as three self-contained, soundproofed rooms – karaoke "boxes" – for private groups.

A grand opening contest and launch is planned for August 25, 2012, on the New Haven Green. William Hung, a contestant from the Season 3 of American Idol who became an immediate Internet sensation, will be present, as will town officials and local business leaders. The radio station KC 101 will broadcast live from the Green.

"We will mark our grand opening with a karaoke contest heard on KC 101," said Andrew Lebwohl, owner and CEO of Karaoke Heroes. "In the weeks leading up to our grand opening, radio listeners will have a chance to prequalify for the contest on the 25<sup>th</sup>. Five additional contestants will then be selected on site."

"We chose William to help celebrate the opening of Karaoke Heroes because he stands for the idea that you don't need to be Mick Jagger in order to be celebrated for loving to sing." Lebwohl continued, "We hope that people will come out to meet William Hung and to celebrate the opening of New Haven's newest interactive nightlife experience, Karaoke Heroes."

The contest winner will receive the Grand Prize of \$1,000, followed by a second place prize of \$500 and a third place prize of \$250. Those wishing to prequalify on the day of the event must arrive by 12:30 and show a valid ID.

The karaoke contest on the Green will run from 1:00 p.m. to 4:00 p.m., followed by an invitation-only bash at the club on Crown Street at 7:00 p.m. A formal ribbon-cutting ceremony

will be held just before doors open. Karaoke Heroes will be officially open to the public from 9PM- 2AM that evening.

Karaoke was brought to the United States some twenty years ago from its native Japan, where it is typical entertainment for business gatherings after the work day. The word *karaoke* is an abbreviation of "*kara*" (from the word "*karappo*," meaning empty), and "*oke*" ("*okesutura*," or orchestra).

Karaoke Heroes has an imaginative “superheroes” theme that will incorporate action heroes into its décor and servers’ outfits. Original artwork by a renowned illustrator of Marvel Comics will adorn the interior.

“The twin fantasies of Karaoke Heroes – that is, of being a rock star and of being a super hero – appeal to many people,” Lebwohl added, “and nightlife should offer more than just sitting and drinking, Karaoke Heroes will be a fully interactive experience.”

Lebwohl is a former attorney who practiced corporate bankruptcy and insurance regulatory law at Dewey & LeBeouf LLC before leaving the practice of law to obtain an MBA from the Yale University School of Management (SOM). He was a fellow at the Yale Entrepreneurial Institute during the summer of 2011, and founded a comedy troupe at SOM before developing and implementing the business plan for Karaoke Heroes.

A karaoke fan from age eight, Lebwohl has performed karaoke on four continents, and won the first round of the New York City trials for the National Karaoke Championship in 2011. He has also sung with several *a cappella* groups.

*Karaoke Heroes is Connecticut’s first dedicated Karaoke Bar, located at 212 Crown Street, New Haven, through the walkway. In addition to its spacious and fun-filled bar area and singers’ stage, it features three soundproofed “karaoke box” rooms for intimate groups up to 30 people in the true Japanese karaoke style. Participants can choose from a menu of over 5,500 song tracks in English, Mandarin, Cantonese, Korean and Spanish. Karaoke Heroes is available for bookings of private parties and functions. For booking information, please call 203-848-8854 or visit [www.karaokeheroes.net](http://www.karaokeheroes.net).*

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