

## Darboy's Chickenfest stresses its youth appeal

as reported by Mike Thiel ~ Fox Cities Hub May 15, 2011

Chickenfest sure knows how to keep the 15 and under crowd happy.

The Oprah-endorsed Charice entertained a youthful audience at the Darboy festival last year, while Hulk Hogan's daughter, Brooke, made an appearance in 2009. Even former Ashlee Simpson boy toy Ryan Cabrera hit the Darboy stage in 2008 – a performance he's still living down from TMZ. Google it.

Though Cabrera and Hogan have become rather forgettable over the last few years (OK, completely forgettable), Charice is actually excelling. She made her most recent mark in Hollywood by landing a spot as Sunshine Corazon on Fox's hit TV show "Glee" and her popularity became obvious to me last year when I interviewed her at the **Copperleaf Hotel** in downtown Appleton.

My video interview with Charice ended up going viral, getting well over 100,000 combined views on a variety of digital platforms including foxcitieshub.com, YouTube and charicemania.com, much to my surprise.

This year, 95.9 KISS FM's Summer Slam at Chickenfest announced that 14-year-old Cody Simpson will be the 2011 headliner, another young gun who's career path, at least for the time being, looks to be heading closer toward Charice status than Ryan what's his name.

Simpson is sort of like the Australian **Justin Bieber**, with flipping blonde hair, a tenor voice and a bunch of grade-schoolers who want to be his girlfriend. His song "All Day" is still lingering in the top 10 of Disney Radio's "Top 30 Countdown," which means he must be pleasing his target demographic all too well.

Simpson will have company from R&B group **i SQUARE**, who's song "Hey Sexy Lady," will surely catch some radio play before their June 25 Chickenfest performance. One more outside act will also be announced before the national talent bill is complete. Maybe the next musician will even be old enough to drive.