## **SECTOR SHOWCASE**





## Christchurch City Chorus of Sweet Adelines

## **Over 70 years of sisterhood**

Founded in 1945 in Tulsa, Oklahoma, Sweet Adelines started as a small group of women who loved to sing. Since then it has evolved into an organisation of more than 21,000 singers that spans the globe, connecting women around the world in one sisterhood.

Sweet Adelines' membership is incredibly diverse, with women from all corners of the world ranging from stay-athome mothers to CEOs. There are 700 members throughout Aotearoa, dedicating themselves to advancing the barbershop art form and enriching the community through performance, education and musical excellence.

For our showcase this month, we shine the spotlight on the Christchurch City Chorus of Sweet Adelines, often referred to as the "All Blacks of singing", and for good reason.

The eleven-time national champions took seventh place at this year's Sweet Adelines International competition held in New Orleans. The group received a standing ovation for their rendition of "Poi-e" as they wrapped the finale in true Aotearoa style.

"Reaching the finals is the pinnacle of three solid years of learning and performing, and we are thrilled to be experiencing the prestige of competing for New Zealand on the international stage", said co-founder and master director, Virginia Humphrey-Taylor.



## **Giving back**

Over the years the group has supported Breast Cancer Foundation New Zealand and the Christchurch City Mission. They have raised donations, performed at charity events and provided goods and voluntary services to the foodbank and the Christchurch City Mission Women's Centre. Following the 15 March 2019 Christchurch terror attacks the group showed their support and aroha (love) for the Muslim community by making handmade quilts for the families of victims.

With more than 70 years of sisterhood, the Sweet Adelines continue to welcome women of all languages, nationalities and backgrounds to join in the joy of giving back and, of course, the art of barbershop harmony.

You can watch the group's performance at this year's Sweet Adelines International competition, which includes their rendition of **"Poi-e" on YouTube.**