



For Immediate Release

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iPOP! LAS VEGAS RAISES MONEY FOR MAKE-A-WISH FOUNDATION OF SOUTHERN NEVADA AND GRANTS TWO WISHES

Las Vegas Make-A-Wish Child Signs With Hollywood Agent At iPOP! Convention And Is Set To Record Music

(Los Angeles, July 21, 2009) – iPOP! (International Presentation of Performers) recently held its annual acting, singing, modeling and dancing convention at the Palazzo Hotel in Las Vegas. Each year iPOP! selects a charity to raise funds towards and this year’s charitable recipient was the Make-A-Wish Foundation of Southern Nevada. Make-A-Wish was given a booth during the four day talent convention where Make-A-Wish volunteers had a chance to intermingle with over 1,000 children, teenagers and young adults who were in Las Vegas to audition in front of Hollywood’s top agents, managers, producers and casting directors. The actors, models, singers and dancers that are all competing for top honors were asked along with their parents to stop by the charity booth and make monetary donations. iPOP! matched the donations made by the participants and parents dollar for dollar and presented a check to Make-A-Wish Foundation of Southern Nevada during the final night awards presentation and talent showcase.

During the showcase two young Make-A-Wish teenagers were granted wishes by performing live in front of 2,000 audience members. Diana who is from Las Vegas has always dreamed of becoming a model so it was a natural fit for iPOP! to ask Diana to join the top 20 male and female models for a special model showcase during the final awards night.

“I was so nervous to be up there in front of all those people but I was so excited to have my hair and make-up done for that night. I had so much fun at iPOP!,” said Diana from Make-A-Wish.

Anthony has always had a dream to sing in front of a big audience and to record a record. iPOP! Las Vegas made that dream come true for Anthony. He brought the house down with his soulful singing and got the attention of Hollywood manager, Sydel Lisi. “The minute I saw him enter the stage I knew Anthony had what it takes to make it in Hollywood,” said Sydel Lisi from Coast to Coast. “My company signed him and we’ve already got a record production company lined up to record with Anthony.”

“To honor two wishes for the Make-A-Wish Foundation makes us at iPOP! very happy,” said iPOP! President, Joseph Beauchamp. “iPOP!’s mandate is to make wishes come true for children and teenagers all over who dream of acting, modeling, singing and dancing professionally. iPOP! is thrilled to be affiliated with Make-A-Wish.”

The Make-A-Wish Foundation of America is the nation's largest wish-granting organization. It has fulfilled the wishes of more than 161,000 children in the United States and its territories since 1980. Based in Phoenix, the Make-A-Wish Foundation serves every community in the United States, Guam and Puerto Rico through its 67 chapters. While medical technology and treatments have allowed the children we serve to lead longer lives, we continue to strive towards our ultimate mission of fulfilling a wish for every child diagnosed with a life-threatening medical condition in Los Angeles County.

International Presentation of Performers, iPOP! has introduced close to eight thousand talented children, teenagers and young adults to the most respected agents, managers, producers and casting agents in the business today. iPOP! models such as Mark Carroll, Didier Cohen, Vlad Ivanov and Keke Lindgard went on to sign with Elite, Ford and Wilhelmina Modeling Agencies and have worked on campaigns for Calvin Klein, Macy's, Dolce & Cabanna and Abercrombie and Finch. iPOP! actor auditions have led to national commercials for Liam Kade who shot for Eggo and Domino's Pizza and for David Cleveland who shot for General Mills Cereal and McDonalds. Other iPOP! graduates like Doug Brochu can be seen on television starring in Disney Channel's *Sonny With A Chance* with Demi Lovato and Yin Chang can be seen on the CW's *Gossip Girl*. Other iPOP! participants can be seen on the big screen such as Shelby Zemanek who starred in *Angels & Demons* with Tom Hanks or Laura Kesling who starred along side Adam Sandler in *Bedtime Stories* and Devon Conti who played alongside Angelina Jolie.

For information on an upcoming iPOP! please visit www.ipopconvention.com or call 800-819-iPOP.

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