



For Immediate Release

**Contact: Tas Steiner
Tas Steiner Public Relations
323-857-6700
Tas@TasSteinerPR.com**

LAS VEGAS LOCAL WINS NBC'S SEARCH FOR THE NEXT "SPORTS ILLUSTRATED" SWIMSUIT MODEL

John Robert Powers Model Wins Modeling Contract and Graces the Pages of "Sports Illustrated"

(February 11, 2005, Los Angeles) - Local Las Vegas model and web-designer, Alicia Hall has won a million dollar contract with NEXT Model Management and secured the coveted spot of appearing on the pages of the popular Sports Illustrated Swimsuit Edition. Partnering with NBC, Sports Illustrated launched a nation-wide search for the next great swimsuit supermodel with a new unscripted series timed for the launch of the magazine's famed annual Swimsuit Issue.

Alicia Hall was among the twelve finalists chosen to live in Los Angeles and compete for the chance to appear in the Sports Illustrated Swimsuit Edition. The final two contestants were flown to an exotic location to shoot a photo spread for Sports Illustrated. After a nationwide vote, Alicia Hall was declared the winner and will appear on the 2005 Swimsuit issue on sales February 13.

The 19 year old web designer who currently resides in Las Vegas is thrilled to have won the competition to become part of the popular magazine spread. With her passion for both sports and modeling, Alicia's dream of becoming a Sports Illustrated swimsuit model was a goal she set out to accomplish at an early age. Inspired by great models such as Roshumba Williams, Jessica Miller, and Kate Moss, Alicia realized that she too could become a role model for both men and women through the Sports Illustrated pages. Alicia was discovered by the John Robert Powers School in Las Vegas who held a modeling competition, which Alicia easily won. Through the guidance and training of John Robert Powers and its school owner, Kim Flowers, have helped Alicia develop the confidence and tools needed to achieve her dreams and prepare her for the long and grueling training of modeling.

Las Vegas John Robert Powers School owner Kim Flowers is very pleased. "I am not surprised in the least about Alicia. I always knew she was going to make it. I am so happy for her," said Kim Flowers.

Tel: 323.857.6700 • Fax: 323.927.1933 • Tas@TasSteinerPR.com
5900 Wilshire Blvd., Suite 2600 • Los Angeles, CA 90036

For over 80 years, the John Robert Powers School System has been training students in maintaining a competitive edge over their rivals in all aspects of the entertainment industry. John Robert Powers has helped launch the careers of icons such as Lucille Ball, Jackie Kennedy, Lauren Bacall, and Grace Kelly. Most recent students that have gone on to have successful careers in modeling included Faith Ford, Janice Dickinson, Beverly Peele, Nikki Taylor, Ryan Locke, Christian Munzan, and Josh Duhamel.

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