



**For Immediate Release**

**Contact: Tas Steiner**  
**Tas Steiner Public Relations**  
**Tel: 323-857-6700**  
[Tas@TasSteinerPR.com](mailto:Tas@TasSteinerPR.com)

## **JOHN ROBERT POWERS MODELING STUDENT SIGNS WITH LA MODELS**

### ***Local Modeling Student From John Robert Powers School in San Ramon, California Lands Modeling Contract After Attending iPOP!***

(Los Angeles, March 27, 2008) – Ron Patterson, President of John Robert Powers, spoke today of another one of John Robert Powers modeling students landing a coveted contract with a major high fashion modeling agency. *LA Models* has added John Robert Powers modeling student, Jesse Jensen, to its roster of young men to be represented in commercial print and television, editorial, catalogue and runway.

Jesse Jensen is just one of several breakout talents who have recently emerged from the John Robert Powers school system which currently has over seventy-five modeling and acting schools in the United States, Canada, Asia and Europe. Children, teens and young adults from all over learn the ins-and-outs of the modeling industry at John Robert Powers Modeling School. The John Robert Powers modeling curriculum covers everything aspiring models need to learn and know in the competitive world of modeling. Modeling students are taught the basics as well as intricacies of commercial print and television, editorial, catalogue and runway. “We at John Robert Powers have always believed in the importance of developing young talent in the modeling industry which is why we hire the best modeling coaches who are dedicated to help talent perfect their modeling skills.” Ron Patterson said. “The minute we saw Jesse Jensen at John Robert Powers San Ramon and then again at iPOP!, we knew he’d be signed to a modeling contract. *LA Models* was lucky to sign him.”

While Jesse Jensen attended modeling classes at John Robert Powers in San Ramon, California, he was asked to attend an iPOP! (International Presentation of Performers) convention in 2007 where he would have an opportunity to be introduced to modeling agents and scouts from top agencies including Wilhelmina, Visage (Tokyo), TCM Models, Raw Model & Talent Management, Osbrink Models, Power Model Placement, PT Models/ Taipei & Shanghai, Next LA, Minor Details Model & Talent – Canada, Modelinque Models and Talent, Modelwerk – Germany, Look Models, Major Model Management, Elite Model Management, New York, Bleu Models and 1 Model Management.

Since signing with *LA Models*, Jesse Jensen has already worked the spring and fall fashion shows in New York, Milan, Paris and Germany, has been photographed for countless editorials for national and international magazines and just landed the latest American Eagle campaign.

John Robert Powers is an internationally recognized acting and modeling school system with locations throughout the United States, Canada, Europe and Asia. For over eighty years, John Robert Powers has been training students in personal development. John Robert Powers provides every student with the schooling, guidance and confidence to further their individual potential and to reach their highest career goals. Famous John Robert Powers alumni include First Ladies, Jackie Kennedy and Betty Ford as well as celebrities Princess Grace of Monaco, Raquel Welch, Lucille Ball, Ann Margaret, Diana Ross, Faith Ford, Janice Dickinson, Nikki Taylor, Ryan Locke and Josh Duhamel. John Robert Powers actors and models have appeared in national commercials, television shows and films such as Levi Strauss & Co., Dr. Pepper, Revlon, Apple Computers, Target, Chevrolet, American Idol, Superman Returns and Hannah Montana.

International Presentation of Performers, iPOP! is the successful merger of the music and acting industry with fashion and modeling, creating one of the largest and most well respected conventions for aspiring actors, singers, dancers and models to attend. Inaugurated in July 2005 with two conventions annually, iPOP! has already introduced close to seven thousand talented children, teenagers and young adults to the most respected agents, managers, producers and casting agents in the business today. iPOP! participants ranging from the ages of six to twenty-five years old attend iPOP! events knowing in many cases that their audition may lead to modeling contracts with *Wilhelmina*, *Elite*, *MMG* or *LA Models* as it already has for several recent iPOP! graduates who have done fashion layouts for such industry giants as *Glamour Magazine*, *JC Penny*, *Mervyns*, *Target*, *Teen Magazine* and *Seventeen Magazine*. iPOP! auditions may lead to a national commercial as was the case for recent iPOP! participants who appeared in commercials for *Motorola*, *Cingular*, *L'Oreal*, *McDonalds*, *Band-Aid* and *Microsoft Windows*.

For information on John Robert Powers please go to [www.johnrobertpowers.net](http://www.johnrobertpowers.net) and for details on iPOP! (International Presentation of Performers) please go to [www.ipopconvention.com](http://www.ipopconvention.com)

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