



**For Immediate Release**

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**FAMOUS SINGER CECE PENISTON PERFORMS FOR CHARITY AT IPOP!  
CONVENTION**

***Dance Music Diva Sings Her Hit Song 'Finally' To iPOP! Singers Dancers Models  
And Actors In Las Vegas To Benefit The National PTA***

(Las Vegas, NV) – July 13, 2009 – iPOP! President, Joseph Beauchamp was pleased to welcome legendary singer, Cece Peniston who performed at the gala night awards show at iPOP! Las Vegas on July 2<sup>nd</sup>. This year's iPOP! Convention in Las Vegas brought one thousand of the most aspiring singers, actors, models and dancers to compete and audition in front of Hollywood and New York's top agents, managers and casting directors. At the Las Vegas iPOP! gathering, Cece Peniston brought the house down with her famous rendition of her classic dance hit single, *Finally*. The house was packed with over two thousand dinner guests. Cece Peniston opened the show with her famous song and gave a warm welcome and a special word of encouragement to all the up-and-coming young talent in the audience.

“I know what it's like to want to sing and to become a star. I had that dream since I was a little girl and I'm so proud to see all of you young people in the audience tonight aspiring to make it big in Hollywood,” said Cece Peniston. “It takes a lot of hard work and determination but if you really want it, then make it happen.”

Cece Peniston was also at iPOP! representing her new role as the official ambassador for the PTA (Parent Teachers Association). Cece has been asked by the PTA to be a music liaison for children across the United States. As the largest volunteer child advocacy association in the nation, the Parent Teacher Association (PTA) reminds the country of its obligations to children and provides parents and families with a powerful voice to speak on behalf of every child while providing the best tools for parents to help their children be successful students. Cece Peniston dedicated her second song *Above Horizons* to the children in the audience on behalf of the PTA.

“iPOP! is in the business of discovering talented children and young adults,” said iPOP! President Joseph Beauchamp. “We pride ourselves on bringing top agents, managers and casting directors to Las Vegas to discover tomorrow's big talent. We are happy that Cece Peniston was able to be in Vegas to show our iPOP! participants that hard work and dedication really does pay off.”

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. For a peek at our successes log on to our website [www.ipopconvention.com](http://www.ipopconvention.com) and click on iwork. iPOP! models such as two time Abercrombie and Fitch Campaign Model Mark Carroll, brothers Andrey and

Vladimir Ivanov ranked among the top male models in the world, Didier Cohen and Keke Lindgard to name a few have signed with Elite, Ford, Wilhelmina , Next, Click Modeling Agencies and have worked on campaigns for Calvin Klein, Ck Jeans, Trussardi, Dolce & Cabanna Abercrombie and Finch to name a few. 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](http://www.ipopconvention.com) or call 800-819-iPOP.

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