



For Immediate Release

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

IPOP! 2006 IN LOS ANGELES

(Los Angeles, December 13, 2005) – iPOP! (International Presentation of Performers) is pleased to announce iPOP! LA which will take place during a four day convention at the Century Plaza Hotel in Los Angeles from January 6 – 9, 2006. Over 1500 children and teenagers are confirmed to attend with an additional 800 parenting chaperones in tow. iPOP! participants will get an opportunity to sing, dance, act and model in front of the entertainment industry's most respected agents, managers and casting directors. iPOP!, created with the innovation of successfully merging fashion and modeling with the music and entertainment industry, has become the largest and most well respected event for aspiring models and talent to attend. At the first showcase held earlier this year iPOP! attracted the brightest and most ambitious models and performers to the heart of New York City where they had the opportunity to be seen and evaluated by the top executives. Los Angeles, the home of the entertainment industry, will host a new set of aspiring young talent.

Billed as a unique training program, iPOP! provides participants hours of one-on-one training with top professionals in all mediums of entertainment. iPOP!'s goal is to prepare aspiring performers to meet perspective agents, managers and casting directors. Last year's attendees successfully landed lucrative modeling assignments and performance bookings across the country. Participants also gained representation by the biggest agencies Hollywood and New York has to offer.

John Robert Powers is one of many modeling and acting schools that fully supports iPOP! and its vision. The school franchise will be sending many aspiring young talent to attend the convention in Los Angeles.

Performers who are passionate about their talent and are driven to acquire the experience and training needed in preparation for an agent are all welcomed to participate. Students will encounter the critical eyes of over one hundred of the entertainment industries' most influential agents, managers, and casting directors set to attend the audition and coaching sessions. A final night awards ceremony (Monday, January 9) will include a Talent Showcase and Fashion Show. Performers will be selected for this showcase throughout the week based on their coaching and audition sessions. VIP judges will be selecting the overall Top Female & Male Model as well as a Top Female & Male Talent for the event.

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

iPOP! 2005 named 21 year old Josh Silva from Northern California as the Male Model of the Year and Jessica Smith as Female Model of the Year, beating out tough competition from across the US.

Joseph Beauchamp, who will be serving as Executive Director for the 2006 iPOP!, is very eager about the new crop of talent that will be attending. As a former fashion model in New York, Joseph has worked with some of the world's top super models, photographers, magazines, fashion houses, editors and designers. Having studied extensively as an actor, Joseph has gained a deep understanding and respect for the craft of acting and embraces the goals of iPOP!

Joining Beauchamp is Tiffany Rochel, an expert in the fields of modeling, acting and etiquette. Rochel, a consultant to talent academies in developing curriculums, growth strategies and marketing materials also contributes as a writer for her "Ask Tiffany," column on AskTiffany.com where she advises aspiring entertainers on what it takes to make it in the modeling and acting industries. Her sound advice on life and the entertainment industry has been featured in Business Digest Magazine, and Pageantry Magazine and serves as a valuable resource for the aspiring talent iPOP! will bring.

Overseeing iPOP's Fashion Show this year will be special guest, Michael Maddox, an expert in the field of fashion and modeling. Maddox has produced and directed major fashion shows for over 17 years for Betsey Johnson, DKNY, and Donna Karen and has worked the top leading agencies such as LA Models, IMG New York, Wilhelmina, and NY Models. In addition to organizing the runway show, Maddox host master classes in runway techniques and fashion.

iPOP! is also pleased to announce the creative choreography team of Jeri Slaughter and Paul Morente as choreographers for the showcase. With a degree in dance and theatre, this pair has collectively amassed credits and accolades that have made them ingenious innovators in their field. They have appeared in dozens of commercials, sharing the stage with artist such as Janet Jackson and Jennifer Lopez and most recently worked on Christina Aguilera's last world concert tour and her "Dirrty" music video which garnered nominations and wins at the VMAs. As actors and dancers, they have had guest starring roles in top shows like "Friends" and "Will and Grace" and are currently developing a sitcom.

For more information about iPOP! please refer to the official iPOP! website at www.ipopconvention.com

###