



**For Immediate Release**

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**iPOP! LOS ANGELES 2008 TALENT IS DISCOVERED**

*Children, Teens and Young Adults from the United States, Canada and the United Kingdom  
Connect with Top Hollywood Agents, Managers and Talent Scouts*

(Los Angeles, January 14, 2008) – iPOP! (International Presentation of Performers) held another overwhelmingly successful convention in Los Angeles that took place just after the New Year from January 4 – 7, 2008. For many of the twelve hundred plus children, teens and young adults who participated at this iPOP! convention, their lives will never be the same. These contestants got a taste for Hollywood; they got a chance to perform live on stage and in front of photography and video cameras as they auditioned for their change to be the next top actor, model, singer and dancer in show business today. This year’s group of iPOP! contestants were introduced to the highest regarded agents, managers, producers and talent scouts in entertainment today and many of the contestants stepped up to the plate and ceased their moment.

Auditions were held for the best headshot, commercial print, scene, monologue and TV commercials. Auditions were held for male and female top swimsuit honors, best fashion print, runway, best singer and best dancer. If a child, teen or young adult had talent, they were noticed, discovered and signed. By the end of the four day convention, the callback lines were twenty to thirty people deep. Parents and their gifted children were continuously jumping from one top music producer’s callback line to another modeling agency’s line and then straight over to an acting agency’s line. The word is out amongst the top agents and managers in Hollywood and New York, iPOP! has tapped the best undiscovered children, teens and young adults in entertainment and if they are looking for the next Miley Cyrus and Hillary Duff, iPOP! is the place to find them.

For iPOP! President, Joseph Beauchamp, it’s what the children and teens gain from an iPOP! experience that still moves him the most. “I can’t begin to describe how rewarding it is for me to have so many parents call me after an iPOP! convention and tell me how their child has completely overcome stage fright or that their child has just landed a coveted TV commercial in New York or a guest appearance on an upcoming episode of ABC’s ‘Desperate Housewives,’ says Beauchamp. “iPOP! participants are landing jobs and signing modeling contracts after auditioning for agents and managers at iPOP! and this is great news!”

For iPOP! Vice President, Tiffany Rochel, it’s the teaching seminars that impresses her the most. “I love popping into the iPOP! convention acting and singing seminars. These children and young adults come to us and they are good at what they do but when they spend three hours with Hollywood’s best acting, singing, modeling and acting coaches the iPOP! contestants become even better. They just get it! We are different than other conventions in this way. We want our iPOP! contestants to learn their trade, to harness their inner strength and transform during the convention. You can only do that if you have the best coaches that Hollywood has to offer and simply put, iPOP! takes the time to find these coaches,” said Rochel.

iPOP! contestants are continuously landing lucrative modeling assignments and performance bookings across the country with Levi Strauss & Co., Dr. Pepper, Revlon, Apple Computers, Target, Chevrolet, American Idol, Superman Returns and Hannah Montana.

For more information about iPOP! please refer to the official iPOP! website at [www.ipopconvention.com](http://www.ipopconvention.com). The next iPOP! Convention will be held in Las Vegas, Nevada June 30 – July 4, 2008.

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