



**For Immediate Release**

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

**IPOP! 2006 ANNOUNCES ALLIE TOSCH AS MODEL OF THE YEAR**  
*Model Winner From Arcata, California Wins Coveted Award*

(Los Angeles, August 10, 2006) – iPOP! (International Presentation of Performers) Headquarters announced local Valencia resident Allie Tosch as winner of their Model of the Year, which was awarded in New York City at the annual iPOP! convention. Allie was among 1,500 teens and young adults competing for agency recognition at this year's iPOP! held at the Marriot Marquis Hotel in Time Square during the July 4<sup>th</sup> weekend. Competitors from all around the United States, Canada, and the United Kingdom came to compete in acting, modeling, singing and dancing.

Allie's rise to stardom has been describe as a classic Cinderella story by her director Bridgette Foster, owner and director of the John Robert Powers School in Valencia where Allie trains. "She had no idea of how naturally talented she was and the modeling industry was definitely missing a girl like Allie. What sets her apart from the rest is that she is very ambitious and grounded. She came in with hardly any make-up and always never tries too hard. She is the epitome of natural talent. While other her age are out partying and spreading themselves too thin, Allie is very focused on her studies, her training, and what she wants out of life.

The 19 year old Pierce College student had only recently trained at the John Robert Powers school when she was invited to attend iPOP! in New York. Allie walked the runway of famous fashion producer's Michael Maddox's show and later won Model of the Year. "The experience has been so great. I had no idea what was in store when I attended. I really wanted to take in the whole experience and then when I won it was just such a reward. I love being out on the runway." Since her win, Allie has been approached by over 18 agencies and hopes to eventually move to New York.

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.

Performers who are passionate about their talent and are driven to acquire the experience and training needed in preparation for an agent were all welcomed to participate. Students encountered the critical eyes of over one hundred of the entertainment

industries' most influential agents, managers, and casting directors who attended the audition and coaching sessions. A final night awards ceremony included a Talent Showcase and Fashion Show. Performers were selected for this showcase throughout the week based on their coaching and audition sessions. VIP judges selected the overall Top Female & Male Model as well as a Top Female & Male Talent for the event.

John Robert Powers is one of many modeling and acting schools that fully supports iPOP! and its vision.

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