



**Draft #1**

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**IPOP! 2006 ANNOUNCES TEEN MODELS OF THE YEAR**  
*Sacramento Teen Wins Coveted Modeling Award At New York Talent Competition*

(Los Angeles, August 11, 2006) – iPOP! (International Presentation of Performers) Headquarters announced today that Isham Hodges, 19 from Sacramento, has won Model of the Year at the annual New York modeling competition. Over 1,500 talented performers from across the United States, Canada, and the United Kingdom, iPOP! has become the “must got to” event for today’s rising talents to attend. The week long event was held at the Marriott Marquis Hotel in Times Square July 2-5<sup>th</sup>.

Isham’s striking features and natural talent was first brought to the attention of John Robert Power representatives who started working with Isham’s training and discipline in acting and modeling classes. “Isham walked in very confident and knew what he wanted. He allowed us to help him develop and strengthen his technique needed to excel in the industry,” said Liz Powell, director and coordinator of John Robert Powers Sacramento. Isham’s dedication to his craft enabled him to take all the training he had learned and apply it to his performances. Competing in numerous events such as runway, swimwear, monologue, and acting, Isham won top recognition in TV Commercial Print and 1<sup>st</sup> runner up in swimwear.

Since iPOP!, Isham has been busy meeting with casting directors and modeling agents and plans on moving to Los Angeles in the coming months.

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.

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