

The Art Institute of Vancouver supports model search benefitting the BC Cancer Foundation

April 23, 2009 VANCOUVER — Twenty model finalists of the 5th annual River Rock Resort ITM-NSR Model Look North America 2009 were announced at a media conference today. Upon conclusion of semi-finalist interviews in early April, twenty finalists were chosen and the individual names were released today. Ages for the finalists run from 15 to 25, with diverse backgrounds. “We have chosen an amazing group of young ladies,” said Tinhanei Lee, Project Manager of ITM International Top Model Corp. “For some of the finalists, this is their first ever experience with modeling; while for others, this is a stepping stone to pursue an international modeling career and a chance to travel to China.”

The finalists will continue through almost six weeks of training, developing professional skills from industry experts by taking part in workshops, photo-shoots and interviews. The event will culminate in a Glamour Finale Show on the evening of Thursday, May 28 at the River Rock Show Theatre in Richmond. The top prize is an all-expense paid trip to China’s largest and most prestigious modeling competition this fall. The finale will be broadcast live through China’s most popular website, Sina.com, and covered extensively in China’s media outlets. Media sponsors from China include Sina.com, China Guangxi Television, Phoenix Satellite Television, China Textile & Apparel Press, Vivi Magazine, China Fashion Magazine and China Radio International.

Last year, ITM sent two model finalists to China’s capital city, Beijing, to attend the New Silk Road Model Look International contest. “Over the past four years, we have sent 11 models to the China competitions,” said James Ho, President of ITM. ITM’s top placing so far in China is Second Place; Nicole Tusznió, ITM 2006 Second Place Winner, placed Second at the New Silk Road Model Look China competition in Sanya, Hainan Island in September 2006.”

Ticket sales to the finale show were launched today at the media conference. ITM and CHMB AM1320 announced a fundraising partnership with the BC Cancer Foundation in February 2009. “CHMB and ITM share the same goal of giving back to our local communities and we’re very proud of the partnership with the BC Cancer Foundation,” said Teresa Wat, CEO & COO of CHMB AM1320. Proceeds from the Gala Dinner immediately preceding the May 28th finale, as well as regular finale ticket sale, will go to the BC Cancer Foundation in support of research and enhancements to patient care at the BC Cancer Agency. Last year, ITM and CHMB donated finale ticket proceeds to the victims of the China Sichuan earthquake.

“The BC Cancer Foundation is extremely proud to partner with CHMB and ITM. We hope to reach out to the Asian community and show them that because of the work of the BC Cancer Agency, B.C. has some of the best cancer outcomes in Canada, and is part of some of the most cutting-edge research in the world,” said Nicholas Locke, Senior Vice President, Development, BC Cancer Foundation. “We hope that everyone will come out and support the ITM-NSR Model Look North America 2009, and in turn support the BC Cancer Foundation.”

This year’s fundraising partnership with the BC Cancer Foundation is especially meaningful for

one of the model finalists, #14 Felicia Wise-Denholm. “This competition means a lot to me not only because I can pursue a modeling career, but because of the cause,” said Felicia. “As a child, I had cancer and I know that it was really hard on my family. This is why I appreciate this competition to a greater extent.” Felicia is currently a grade nine student at Terry Fox Secondary School in Port Coquitlam.

Finalist #9 Carlee Gudmandson hopes that ITM’s partnership with the BC Cancer Foundation will make an impact on curing cancer. “Not only does cancer affect the specific person, it also affects the people around them,” said Carlee. “I never had a chance to meet my aunt because she passed away from leukemia. It makes you wonder why so many great people have to die. I hope this year’s fundraiser can make a difference.” Carlee is a grade eleven student at Seaquam Secondary School in Delta.

The media conference also kicked off the Rogers Wireless Glamour Model Text to Vote campaign in effect April 23 through May 27. “We are proud to be part of an event that not only promotes and cultivates Canadians in the fashion industry, but also raises funds for such a worthy cause – the BC Cancer Foundation,” said Rebecca Chan, Marketing Manager of Rogers Wireless BC Region. By texting the name and contestant number of your favourite ITM model to number 888, voters can support their top pick plus have a chance to win a Blackberry Pearl Flip phone from Rogers Wireless, explained Rebecca. “The Rogers Wireless Glamour Model winner will be announced at the ITM finale on May 28.” Details of the text to vote campaign, including pictures of the twenty model finalists, are available on the ITM official website (www.itmmodel.com).

Tickets for the Finale Show are available at \$38 and \$68 through Ticketmaster (www.ticketmaster.ca / 604.280.4444). Tickets to the Gala Dinner benefitting the BC Cancer Foundation are \$180 each and are available in tables of 4, 6 or 8. Please contact John Andru of BC Cancer Foundation for details (jandru@bccancer.bc.ca / 604.707.5815).

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