



**For Immediate Release**

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**iPOP! RAISES MONEY FOR MAKE-A-WISH FOUNDATION OF GREATER  
LOS ANGELES WHILE GRANTING WISHES AT THE SAME TIME**  
*iPOP! Matches Donations Made To Make-A-Wish At The Convention And Sees  
Dreams Come True*

(Los Angeles, January 2010) – iPOP! (International Presentation of Performers) was recently pleased to host Make-A-Wish Foundation of Greater Los Angeles as its primary recipient of matched fund donations during iPOP!’s bi-annual talent convention that took place in early January at the Hyatt Regency Century Plaza Hotel in Century City, California.

Each year iPOP! selects a charity that is given a booth during the four day talent competition in which over 1200 children, teenagers and young adults audition in front of Hollywood’s top agents, managers, producers and casting directors. The actors, models, singers and dancers that are all competing for top honors are asked along with their parents to stop by the charity booth and make monetary donations. This year iPOP! opened its doors to Make-A-Wish Foundation of Greater Los Angeles and matched the parents and iPOP! contestant’s donations dollar for dollar.

In addition to the financial donation, iPOP! granted wishes to three Make A Wish families who got to participate in the iPOP! showcase. Anthony Greene, a recipient of his wish at iPOP! Las Vegas in 2009, came back to perform triumphant as a signed artist with major producers working on his upcoming album.

“We’re happy that Make-A-Wish Foundation Greater Los Angeles Chapter could be with us this year,” said iPOP! President Joseph Beauchamp. “iPOP! is all about making wishes come true for hundreds of children and teenagers who are given the opportunity to meet the entertainment industry’s top representatives. We thought Make-A-Wish would fit right in and we we’re right. iPOP! can’t wait to raise money for Make-A-Wish at our next iPOP! in Las Vegas 2009,” concluded Beauchamp.

“iPOP! is a wonderful event! Thank you so much for selecting the Make-A-Wish Foundation of Greater Los Angeles as the beneficiary,” said the Director of Special Events at Make-A-Wish of Great Los Angeles Tessa Bowser. “We look forward to working with iPOP! again in the future.”

The Make-A-Wish Foundation of America is the nation's largest wish-granting organization. It has fulfilled the wishes of more than 161,000 children in the United

States and its territories since 1980. Based in Phoenix, the Make-A-Wish Foundation serves every community in the United States, Guam and Puerto Rico through its 67 chapters. While medical technology and treatments have allowed the children we serve to lead longer lives, we continue to strive towards our ultimate mission of fulfilling a wish for every child diagnosed with a life-threatening medical condition in Los Angeles County.

International Presentation of Performers, iPOP! is the successful merger of the music and acting industry with fashion and modeling, creating one of the largest and most well respected events for aspiring actors, singers, dancers and models to attend. Inaugurated in July 2005 with two conventions annually, iPOP! has already introduced close to eight thousand talented children, teenagers and young adults to the most respected agents, managers, producers and casting agents in the business today. iPOP! participants have signed modeling contracts with *Wilhelmina*, *Ford*, *Elite*, *MMG* or *LA Models* done fashion layouts for such industry giants as *Glamour Magazine*, *JC Penny*, *Mervins*, *Target*, *Teen Magazine* and *Seventeen Magazine* appeared in commercials for *Motorola*, *Domino's Pizza*, *Mrs. Butterworth*, *AT&T*, *Kmart*, *Starbucks*, *Cingular*, *L'Oreal*, *McDonalds*, *Band-Aid* and *Microsoft Windows*. In the last four years iPOP! attendees have booked appearances on *Desperate Housewives*, *Ugly Betty*, *Scrubs*, *Entourage*, *Hannah Montana*, *Zoey 101*, *Criminal Minds*, *Bones*, *Law & Order* and *Grey's Anatomy*. They have appeared in films such as *The Changeling* with Angelina Jolie, *Bedtime Stories* with Adam Sandler and *Angels and Demons* with Tom Hanks.

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