



For Immediate Release:

Casting Call for Television Commercial Touting Cleveland Area Fashion Industry

Willoughby- April 22, 2011 - My Song Boutique, Fashion TV Network and Body Magic are pleased to announce an open casting call for model talent to appear in an upcoming television commercial shoot.

The casting will be held at My Song Boutique, 37920 Vine Street in The DiVine District area of Downtown Willoughby on Sunday, May 1st from 1:00-3:00pm. The producers are looking for up to 20 women that range in sizes from 2-18 and ages 16 and up (minors will require Guardian permission). Four to five key roles will be cast and 13-16 alternates & extras. The spots will encompass women with a high fashion look, as well as the everyday woman. A few males are also needed for extras.

The casting is open to other area "behind the scenes" professionals, including MUA's, Stylists and Photographers who are interested in participating. These individuals should contact My Song Boutique prior to casting to be considered for inclusion.

The producers are shooting three separate commercials simultaneously featuring Fashion TV Network, My Song Boutique and Body Magic shape wear. Concepts include a Runway Show in which models will be arriving by limousine, back stage styling of the models and a virtual high fashion show. Hair & makeup will be provided by The Studio and other stylists. The finished spots will air on Time Warner cable stations beginning early to mid summer.

"This is a unique opportunity for local talent," says Jackie Bertollette, Co-Owner of My Song Boutique.

"We're Focusing on promoting fashion in Greater Cleveland," adds JT Thomas, Producer at FashionTvNetwork.com. "We'll be taking it the next level!"

Interested candidates must be available for the shooting date, which is scheduled for May 22nd from 10:00am-8:00pm, must be willing to sign model releases and have makeup, hair and wardrobe done as the producers envision. Candidates should bring a short Bio, with contact info and measurements & two 8x10 photographs, one head shot and one full body. More information is available by calling My Song Boutique at 440.918.1480.

Contact:
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