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## **2010 Season is about to start for Next Real Model – Australia’s most accessible and unique modeling competition!**

After the hugely successful pilot in 2009, the Next Real Model competition is about to kick off for 2010. This year’s competition has a few new features and additions that are guaranteed to make it even more exciting for the entrants and voters

The great attraction of the competition is that it is open to anyone over the age of 14 years. Entrants don’t have to be a certain height, shape or size – they just have to have a dream and be determined.... Plus, because the competition is online, they don’t have to travel to capital cities to enter....unlike most other competitions.

“In 2009 we launched the concept and expected approximately 500 entrants. We received that within the first two days. In total we had over 4,500 entrants indicating that the ‘real’ concept truly resonated with the target market”, said Elizabeth Nichols, creator of the concept. “With all the focus on perfection and the stereotypical model, we thought it important to give real people at chance to realise their dreams”.

Erin O’Hara, 2009 runner-up and face of the 2010 campaign sums it up perfectly. “Next Real Model was the best experience ever - not only for the finalists but for every entrant... especially those who thought they would never have a chance at something like this because they weren’t tall enough, pretty enough or glamorous enough. We all felt like models and we all felt good!”

The competition is simple. Entrants upload photos and a short blurb about themselves. They then get family, friends and the public to vote for them. Last year some of our entrants went to extraordinary lengths with newspaper interviews, You Tube videos, promotional shirts and other fun promotions to get their name out there.

Once voting concludes a top 10 finalist list is announced plus two wild card options who are awarded the judges “Real Card” to attend. All 12 are then flown to Sydney, treated to a full day of workshops followed by the final event where a panel of judges will make the final decision.

The winner will then receive a full modeling portfolio, introduction to a top agent in their state plus heaps of other great prizes from the sponsors including fashion, hair, makeup and accessory packs.

Our 2009 winner, Laura Love, was over the moon when her name was called out. “This was an opportunity that doesn’t come along every day. Thankyou so much for helping me achieve my dreams. I know I will never be a “top model” but at least now I am in the industry and, thanks to the competition, have a dream agent and heaps of work”, said Laura who has appeared in many photo shoots and catalogues since her win.

Entry for Next Real Model starts on the 1<sup>st</sup> August with voting to commence on the 18<sup>th</sup> September. Finalists will be announced 31<sup>st</sup> October and the final event will take place on the 6<sup>th</sup> November in a high profile site.

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