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****Media Alert **PRESS CONFERENCE** Media Alert****

Media Contact:

January 14, 2010

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What: PRESS CONFERENCE @ ALI'S RUNWAY

When: SUNDAY JANUARY 17 PRESS CONFERENCE TO BEGIN @ 3:30PM

- **315pm VIDEO DEFENSE TRAINING**
- **330pm PRESS CONFERENCE**
- **4pm VIDEO FASHION SHOW**

SHOW	RUNWAY TIME	DEFENSE TRAINING
Show #1	10AM-11:30AM	11:45 a.m. – 1:15 p.m.
Show #2	1:30PM-3PM	2:00 p.m. – 3:45 p.m.
Show #3	4PM-5:30PM	Attend training session from 2PM-3:45PM (and attend show after training)

Where: OVERLAND PARK INTERNATIONAL TRADE CENTER

6800 W. 115th ST OVERLAND PARK, KAN. 66211

Who: Jennifer Wyand, T.A.K.E. Marketing Director to introduce:

- **Roger Kemp, T.A.K.E. President**
- **Natalie & Myra, Owners Natalie M-Event Leads**
- **Kay Hamilton, Alpha Delta Pi Sorority Lead**

Why: To provide an opportunity to the media to hear from the key leaders of America's Largest Prom Show and to provide an opportunity for individual interviews.

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