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FOR IMMEDIATE RELEASE

NEWS RELEASE
AMERICA’S LARGEST PROM SHOW
SIXTH ANNUAL ALI’S RUNWAY PROM SHOW AND SELF-DEFENSE TRAINING
PRESENTED BY THE ALI KEMP EDUCATIONAL (T.A.K.E.) FOUNDATION

OVERLAND PARK, Kan. (Jan. 17, 2010) — The Ali Kemp Educational Foundation presents the Sixth Annual “Ali’s Runway Prom Show” and *T.A.K.E. Foundation’s* self defense training program at the Overland Park International Trade Center located at 6800 W. 115th Street Overland Park, Kan. 66211. The event will be held on **Sunday Jan. 17, 2010**. The event is sponsored by Natalie M’s of Overland Park, Kan.

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)

In six short years, Ali’s Runway has become America’s Largest Prom Show for the second year in a row. Three hundred girls representing over 30 area high schools model the latest looks from Alfred Angelo with more than 8,000 attendees watching.

Each girl serves, not only as a runway model, but also as a model for our community. Prior to the show each model must fulfill her commitment to the *T.A.K.E. Foundation, which includes participating in a T.A.K.E. Defense class*. The girls request ticket donations from friends and family, not only just to raise funds for this life saving program, but to empower and train friends, relatives and all female attendees. The success of Ali’s Runway is owed to its loyal, volunteer school coordinators, local business community, driven students, teachers, parents and over one hundred members from Alpha Delta Pi Sorority. This event could not take place without the countless hours spent by the ADPi volunteers who work behind the scenes running the stage along with helping the models with wardrobe changes. Also, in addition to months of dress orchestration by event sponsor Natalie M., it will also donate and give away a prom dress to the model with the most ticket donations per show, and a dress will also be given at each training to a self-defense participant.

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Before and after the runway shows female attendees 12 years and older can participate in the two-hour T.A.K.E. Defense Training program. Executive Director Jill Leiker and Lead Instructor Bob Leiker, along with their team, convey the importance of safety awareness and then, if you find yourself in a life threatening situation, what anyone can do to protect themselves. Mothers and daughters or good friends are encouraged to sign up together.

“The T.A.K.E. Foundation self defense training has reached thousands of women in Ali’s name,” says T.A.K.E. Foundation Executive Director, Jill Leiker. “The self defense program focuses on safety awareness first; don’t find yourself in a potentially unsafe situation, but if you do what any girl or women can do to defend themselves to be able to go home.”

A \$5 ticket donation can be made in advance at The Ali Kemp Educational Foundation, 6501 Antioch Road, Merriam, KS, 66202, by emailing info@takedefense.org or at the door on the day of the event for \$10. Due to the high potential for sold out shows, advance purchasing of tickets is recommended.

ABOUT T.A.K.E. Founded in 2002 by Roger and Kathy Kemp, in partnership with Johnson County Park and Recreation District and in cooperation with Blue Valley Recreation Commission and Leawood Park and Recreation, in honor of their daughter, Ali Kemp, who was murdered in the summer of 2002. T.A.K.E. Defense Training is a program for girls and women with one goal in mind: saving lives. It has been featured on America's Most Wanted, ABC's "20/20" and A Current Affair. All monies raised for the Foundation are dedicated to providing programs and scholarships for young people from middle school through adulthood. Tax-deductible contributions can be sent to The Ali Kemp Educational Foundation, 6501 Antioch Road, Shawnee Mission, KS, 66202. 501(c)(3) corporation. For more information visit www.takedefense.org.

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