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NEWS RELEASE
AMERICA'S LARGEST PROM SHOW
FIFTH ANNUAL ALI'S RUNWAY PROM SHOW AND SELF-DEFENSE TRAINING
 SPONSORED BY ENTOURAGE INSTITUTE OF BEAUTY & ESTHETICS, NATALIE M. AND THE ALI KEMP EDUCATIONAL
 (T.A.K.E.) FOUNDATION

OVERLAND PARK, Kan. (Jan. 10, 2009) — Entourage Institute of Beauty & Esthetics and Natalie M. present the Fifth 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. 11, 2009.**

SHOW:	SHOW TIME:	DEFENSE TRAINING:
Show #1	11AM- 12:15PM	12:30PM-2:30PM
Show #2	1:30PM – 2:45PM	3PM- 5PM
Show #3	5:15PM- 6:30PM	Attend training session from 3PM- 5PM <i>(and attend show after training)</i>

In five short years, Ali’s Runway has become America’s Largest Prom Show. Three hundred girls representing over 30 area high schools model the latest looks from Niki by Niki Livas, Zum Zum and Alfred Angelo. Over 8,200 tickets have been pre-sold by the models to this important 2009 community program.

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*. The girls are trained in self-defense and they 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, local business community, volunteer 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 event 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 to a self-defense participant per show.

Before and after the runway show 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

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of instructors, will teach participants the importance of safety awareness and then, if you find yourself in a life threatening situation, what anyone can do protect themselves. Mothers and daughters or good friends are encouraged to sign up together.

“The T.A.K.E. Foundation self defense training has been able to reach so many women effectively because of Ali,” says T.A.K.E. Foundation Executive Director, Jill Leiker. “Anyone can relate to Ali. She’s everyone’s daughter, neighbor, sister and friend. The class is not a lesson in martial arts; it’s a lesson in crazy! 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 \$10 ticket donation can be made in advance at Natalie M.'s, 12601 Metcalf Ave., Overland Park, KS, or at the door on the day of the event. Due to the high potential for sold out shows, advance purchasing of tickets is recommended. For more information about *T.A.K.E. Foundation*, visit www.takedefense.org. Founded in 2002 by Roger and Kathy Kemp, T.A.K.E. Foundation was established in honor of their daughter, Ali Kemp, who was murdered in the summer of 2002.

The self defense program will focus on how to avoid a potentially unsafe situation and what women can do to defend themselves in case the unthinkable happens. “If this program saves just one person’s life, all the efforts made will be worth it,” Roger Kemp said.

Established in partnership with Johnson County Park and Recreation District and in cooperation with Blue Valley Recreation Commission and Leawood Park and Recreation, T.A.K.E. Defense Training is a program taught by women for women with one goal in mind: saving lives. T.A.K.E. Defense Training program has been featured on America's Most Wanted, ABC's "20/20" and A Current Affair.

Alexandra Kemp (Ali to everyone who knew her) was a beautiful and caring nineteen-year-old girl who was murdered while working at a neighborhood pool in Johnson County, Kansas. Ali represented the finest of her generation. She excelled in school where she was a member of National Scholastic Honor Society and an honors student, both at Blue Valley North High School and at Kansas State University. She was a skilled sports enthusiast, competing in soccer, volleyball and basketball. Ali served as a volunteer, giving generously of her time and talents to many endeavors in her church, community, and at Kansas State where she had just finished her freshman year as a member of Pi Beta Phi sorority.

Most of all, Ali excelled in life as a wonderful person, daughter, sister and friend to all who she touched. Over 1,400 of Ali's friends and family members came to her funeral, a special testimony to a life far too short, but full of accomplishments far beyond her years.

All monies raised for The Ali Kemp Educational 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. The Ali Kemp Educational Foundation is a 501(c)(3) corporation.

SPONSORS

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