

MEDIA RELEASE

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Search for Young Stars at Fashion Central Welcomes Families



Scouts from Bettina Management will be on the lookout for Perth's best young modelling talent at Telstra Perth Fashion Festival's Fashion Central presented by Act-Belong-Commit.

The established Australian agency for children up to 16 is on the hunt for two brand new junior stars to join its illustrious ranks.

For the weekend of Friday September 8 to Sunday September 16, entries will be open for both girls and boys to be part of the search.

Winners will receive 12 months' representation by Bettina Management plus photographic studio packages, talent development workshops and much more.

TPFF Director Mariella Harvey-Hanrahan said the search widened the reach of TPFF as it encouraged families to come together and put forward their bright stars.

"Bettina Management is such a respected name in the modelling industry when it comes to children and early teens," Ms Harvey-Hanrahan said.

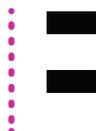
"The search is a money-can't-buy opportunity to join the agency and learn from the best, with incredible opportunities likely to come to the lucky two who win this year's quest.

"Who knows - maybe the winners will end up gracing the TPFF runway in years to come."

Shelby Holland from Bettina Management said the scouts were thrilled to be in Perth and meet the local talent.

"We are looking for bright and bubbly kids with that something special," Ms Holland said.

"We are offering the opportunity to be represented by Australia's top talent agency for kids. We work with some of Australia's biggest brands and our talent feature in major TV series, feature films, live productions and more. The possibilities are really endless!"



The Bettina Management Model Search runs from Friday September 8 at 11am to Sunday September 10 at 4pm at Fashion Central presented by Act-Belong-Commit in Forrest Place.

— ENDS —

For more information, interview opportunities and photography please contact:

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About Telstra Perth Fashion Festival

Telstra Perth Fashion Festival (TPFF) is FCWA's most established premium event platform. Now in its 19th year, TPFF recognises WA as the premier creative hub of emerging and established talent in the fashion industry.

With a dynamic program of events encompassing coveted runway shows, curated activations, community engagement initiatives, industry forums, digital integration and immersive experiences, TPFF is a highly anticipated annual celebration of art, culture and fashion that continues to grow year on year.

In 2016, over 45,000 people attended over 68 events across 23 venues creating \$9.3 million total economic impact. TPFF proved to once again engage and excite the local market.

The TPFF 2017 program encompasses eleven days of fashion infused activations and events.

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