

FOR IMMEDIATE RELEASE  
March 31, 2010

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## **THE SEARCH FOR AMERICA'S NEXT TOP MODEL RETURNS TO NORFOLK**

**CW 27'S "AMERICA'S NEXT TOP MODEL"  
HOLDS OPEN CASTING CALL AT THE GALLERY AT MILITARY CIRCLE IN  
NORFOLK ON SATURDAY, APRIL 10, 2010**



**Tyra Banks and AMERICA'S NEXT TOP MODEL is searching for FIERCE in Hampton Roads!** An open casting call for The CW Network's hit reality series AMERICA'S NEXT TOP MODEL (ANTM) will be held at The Gallery at Military Circle, 880 North Military Highway, Norfolk on **Saturday, April 10, 2010 beginning at 12 PM.** Sponsored by 757Match.com, ANTM producers are looking for females, ages 18 to 27, of diverse backgrounds, shapes, sizes and with a minimum height requirement of 5'7" tall. Radio partner 103 JAMZ and the Boodah Brothers will broadcast live to showcase the hundreds of young ladies from the Greater Hampton Roads area competing for the opportunity to become America's Next Top Model.

"I am so glad that we have the occasion to offer young ladies who aspire to be models the opportunity to be exposed to Tyra Banks" said CW 27 Vice President and General Manager Steven Solding. "Tyra is one of the world's top Super Models and being able to have this experience with her would be a dream come true for them."

The hit reality series AMERICA'S NEXT TOP MODEL features Tyra Banks and gives real people an opportunity to prove that they can make it in the high-stress, high-stakes world of supermodeling. The series follows a group of young women of various backgrounds, shapes and sizes, who live together and vie for a modeling contract.



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## **CW 27's Open Casting Call for America's Next Top Model to be held April 10 in Norfolk—page two**

The reality series exposes the transformation of everyday young women into potentially fierce supermodels, as they face weekly tests that determine who can make the cut. With mentoring by supermodel Tyra Banks and exposure to high-profile fashion-industry gurus, the finalists compete in a highly accelerated modeling boot camp, a crash course to supermodel fame. Participants are asked to demonstrate both inner and outer beauty as they learn to master complicated catwalks, intense physical fitness, fashion photo shoots and perfect publicity skills, all under 24-hour-a-day surveillance of the AMERICA'S NEXT TOP MODEL cameras that chronicle every move.

In addition, the participants will be evaluated on a regular basis by an elite panel of judges led by Tyra Banks. These judges will narrow the field week-to-week until one lucky winner will be chosen...a winner who will become AMERICA'S NEXT TOP MODEL.

AMERICA'S NEXT TOP MODEL is produced by 10 by 10 Entertainment in association with Bankable Productions. Tyra Banks is the creator and executive producer along with Ken Mok ("Making the Band") and Daniel Soiseth ("Hell's Kitchen"). The 14<sup>th</sup> Cycle of ANTM can currently be seen on CW 27, WGNT-TV on Wednesdays at 8 PM.

CW 27, WGNT-TV currently reigns as the highest rated CW affiliate in the country\*, and provides Hampton Roads viewers top-rated entertainment programs including Dr. Phil, Judge Judy, Judge Joe Brown, House of Payne, The Daily Buzz, Gossip Girl and America's Next Top Model. CW 27 can be seen in HD on channel 707 on Cox Digital Cable in Hampton Roads.

*(\*May 2009 Norfolk-Portsmouth-Newport News, VA Nielsen Station Index Household Ratings)*

- **Live interviews available via phone or in-studio with Kafi Rouse, CW 27 Media Contact.**
- **ANTM hi-res photos available from Tyra to contestants of past shows and past casting calls.**
- **Applications and eligibility requirements for Cycle 15 are available at [CW27.com](http://CW27.com)**

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