

In Focus Productions of NY, Inc.

Multimedia Branded Content Creators

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FOR IMMEDIATE RELEASE

NATIONAL TALENT SEARCH MAKES LOCAL STOP

The national search for an Optimum White spokesperson and 12 web makeover candidates continues from 12-5 p.m. on June 5 at New York, New York Spa in New Windsor.

Come out for a chance to win a trip to Hilton Head, S.C. There will be Optimum White giveaways and raffles for the popular Mechelle's Way Fitness Series. Mechelle's Way stars Mechelle Smith - a 14-time national tae kwon do champion and two-time Olympic Trialist - who will be in attendance.

Optimum White (optimumwhite.com) is an up-and-coming vanity product, the next big thing in teeth whitening. In Focus (ifpfilms.com) is designing, implementing and managing their \$1.5 million multimedia branding campaign contract. The pair made more news by recently teaming up with League of Dreams (leagueofdreams.org), a non-profit charity for disabled and mentally handicapped children.

"We are so encouraged by what Optimum White and IFP have done that we are booking six more events with them," said Frank Kolarek, president of League of Dreams. "We are excited about the community partnership and connection that Optimum White brings. These castings create a destination event that only increases our presence."

The first casting event was a success. It took place on May 14 in Baltimore and over 100 spokesperson hopefuls attended. Optimum White, IFP and League of Dreams are planning several other events around the country for this summer.

"We are energized by this combination and honored to be part of this team," said Judy Myers, executive consultant to Optimum White.

Look for news of our National Talent Search coming to your area.

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