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For Immediate Release

**WEST AFRICA'S NEXT TOP MODEL WILL SCOUT FOR MODELS IN LONDON
ON SATURDAY, JANUARY 17 2009 AND
IN NEW YORK CITY ON SATURDAY, JANUARY 24 2009**

NEW YORK, NY January 13, 2009 – The West Africa's Next Top Model show scheduled to begin production in Africa in March 2009 is scouting for models in London and New York City. Scouting for London will be on Saturday, Jan 17, 2009 at The Amadeus, 50 Shirland Rd Little Venice London W9 2JA from 8a to 3p. Scouting for New York City will be on Jan 24, 2009 at the 28th Street Studio, 34 W. 28 Street NY, NY 10001- 5th Floor from 9a to 5p. Applicants must be of West African heritage to qualify.

This show will be produced by StatsMedia Group an international production company owned by Tope Esan and Martin Fayomi. StatsMedia is the only company granted the exclusive rights from CBS Paramount International Television to produce this reality show in Africa.

With the initial start up being in West Africa, the format will be produced every season by region on the African continent with. True Love West Africa is the media partner and official magazine for West African's Next Top Model. The winner will receive a lucrative international modeling contract, a cover of True Love magazine and numerous endorsement deals from various companies in the fashion industry nationally and internationally.

WEST AFRICA'S NEXT TOP MODEL is a format of AMERICA'S NEXT TOP MODEL®, which is produced by 10x10 Entertainment and Bankable Productions. Executive Producers are Tyra Banks, Ken Mok and Daniel Soiseth. The dramality series was created by Tyra Banks and developed by Mok and Kenya Barris. ANTM is licensed in over 100 countries. AMERICA'S NEXT TOP MODEL and the AMERICA'S NEXT TOP MODEL format are sold internationally by CBS Paramount International Television.

This version of Next Top Model will not only highlight the models of West African descent but the continent of Africa for its tourist attractions, cultures, values and its booming 21st century economy.

Contact Details

For more information about Sponsorship & Advertising on West African's Next Top Model, please contact Executive Producer Tope Esan e-mail tope@wafntm.com. For all other inquiries on the show please contact **ICY** Public Relations at 305.940.0067 and Bola Atta (Bolaatta@gmail.com)

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