

A STEP TO STARDOM

FOR IMMEDIATE RELEASE

(TORONTO – Monday, July 16, 2001) **Supermodels** is an eight-part primetime reality series airing on Global Television this fall. Produced by Lone Eagle Entertainment Ltd. and the Global Television Network, **Supermodels** is based on the long-standing Ford Models "Supermodel of the World" competition. Viewers will tune in each week to watch the most beautiful girls in the country compete for the ultimate prize: a substantial modelling contract with Ford Models Canada.

"Search for a supermodel will be compelling TV. We're thrilled to have the opportunity to make a local girl's dream come true", says Michael Geddes, President of Lone Eagle Entertainment.

The poise, personality and presence of thousands of young women from across the country will take centre stage as auditions for **Supermodels** gets underway.

"Global is very excited about the launch of this new series," says Loren Mawhinney, Vice President, Canadian Production. "The show will be a compelling addition to our primetime lineup this fall."

"For years, I've been saying someone needs to do a behind the scenes of this craziness. The most incredible moments and personalities at our events are often off the catwalk", says Cathy Gould, Event Director of Ford Supermodel of the World.

Lone Eagle is now getting ready to go on the road, visiting Calgary, Vancouver, Toronto and Montreal in search of the next Canadian Supermodel. A panel of judges will select the 20 girls that will be invited to Toronto for Fashion Camp. Fashion camp will be held from Tuesday, August 14, 2001 to Friday, August 17, 2001, where the girls will endure 4 busy days of fittings, photo shoots, various classes and a runway show.

More

Open call auditions will be held in the following cities:

CALGARY, ALBERTA

Cowboys Dance Hall
826-5th Street, SW

Monday, July 23, 2001

VANCOUVER, B.C

The Plaza Club
881 Granville Street

Wed., July 25, 2001

TORONTO, ONTARIO

The Joker Nightclub
318 Adelaide Street West

Monday, July 30, 2001

MONTREAL, QUEBEC

Club 737
1 Place Ville Marie

Wednesday, August 1, 2001

For location information and application details, log on to globaltv.ca and supermodelstv.ca

For further information on **Supermodels**, please contact:

The premiere of **Supermodels** on the Global Television Network will be announced at a later date.

For further information, please contact:

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