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REQUEST FOR MEDIA COVERAGE

HOMELESS TEENS PLAY “ROCK-STAR” FOR THE DAY

Photographers, Stylists and Make-Up Artists Donate Time and Talent

Las Vegas, Nevada (December 12, 2009) – HELP of Southern Nevada, approaching 40 years of service announced this Saturday, December 12 the homeless teens will get to play “rock-star” for the day. Over 30 local photographers, hair stylists, and make-up artists are volunteering their time, resources talent and equipment to give back and create a photo shoot for the kids with fun props, backdrops and lots of excitement. The event is 8am –Noon at the HELP of Southern Nevada’s Youth Center, located at 1417 Las Vegas Boulevard North.

Help-Portrait is a community of photographers across the World donating their time, equipment, talents and passion to their local communities on one day, across the globe. When the prints are done, the photographs are delivered and donated back to the Teens.

Kelly Robson, program director for HELP of Southern Nevada’s youth center, said “What a great experience for the Teens to play celebrity for a day. Most of the kids have never had a professional picture taken. Getting their hair and make-up done is a great gift for the holiday.”

WHO: Help-Portrait, a movement of photographers visits HELP of Southern Nevada’s Homeless Youth Center.

WHAT: Over 30 volunteers will be uniting to let homeless teens play “rock-star” for the day. Teens will get their hair and make-up done, plus their own personal photo shoot.

WHEN: Saturday, December 12 from 8am – Noon located at HELP’S Youth Center 1417 Las Vegas Boulevard North, Las Vegas, Nevada 89101

About HELP of Southern Nevada

HELP of Southern Nevada assists over 100,000 low-income families and individuals to become more self-sufficient through direct services, trainings and referrals. Programs available; social services, weatherization, community alternative sentencing, work opportunities readiness center, holiday assistance, Nevada 2-1-1 call center and homeless and youth services. For more information, call HELP of Southern Nevada at 702-369-4357 or visit www.helpsonv.org.

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If you’d like more information, or to schedule an interview contact Gina Gavan at 702-275-2624 or email ggavan@HELPSONV.ORG. For more information on Help-Portrait, visit www.help-portrait.com