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REQUEST FOR MEDIA COVERAGE

LAS VEGAS HOMELESS YOUTH BECOME ROCK-STARS FOR THE DAY

*Local Photographers, Make-Up Artists and Hair Stylists participate in Help Portrait at
HELP of Southern Nevada's Shannon West Homeless Youth Center*

Las Vegas, Nevada (December 3, 2010) – HELP of Southern Nevada, celebrating 40 years, announced today that about 40 homeless youth will be “rock-stars” this Saturday as they are transformed by hair stylists and make-up artists, then photographed professional by a slew of local photographers volunteering their time to create lasting memories for the homeless teens. Saturday, December 4, 8am -11am at HELP of Southern Nevada's Shannon West Homeless Youth Center, located at 1417 North Las Vegas Boulevard. This event is all part of **Help-Portrait**, a global movement of photographers using their time, gear and expertise to give back.

This is the second consecutive year that the residents of the Shannon West Homeless Youth Center have been selected as the Las Vegas **Help-Portrait** models. Last year's portraits adorn the walls of the Youth Center today, where the kids are reminded of the excitement of being able to step into their alter ego and experience being a rock star/celebrity. “This year is even bigger than last year with more photographers, make-up artists and hair stylist participating. The response has been overwhelming,” says Al Powers of Powers Imagery, one of the lead coordinators and professional photographers for this year's effort here in Las Vegas.

The goal of **Help-Portrait** is simple: 1. Find someone in need 2. Take their portrait 3. Print their portrait and 4. Deliver their portrait. **Help-Portrait** was formed by celebrity photographer Jeremy Cowart. The idea is that a photographer has the unique ability to help someone smile, laugh and return their dignity- it is a movement, a shift in photography. **Help-Portrait** has spread across the world as photographers have jumped on board to give back. “This is about helping people who never imagined having their portrait made,” shares Cowart on his idea. “Kids who don't have their own families, those in need at children's hospitals here and abroad, single moms, the elderly, the homeless or even your own neighbor. This is about giving pictures, not taking them. It's about building relationships in your own community and giving hope.”

WHO: Local photographers, make-up artists and hair stylists participating in the Las Vegas' **Help-Portrait** and homeless youth are the models.

WHAT: Homeless youth will be transformed into rock stars/celebrities for the day as part of a global movement to give back.

WHEN: Saturday, December 4, 8am -11am, at HELP of Southern Nevada's Shannon West Homeless Youth Center, located at 1417 North Las Vegas Boulevard.

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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