

## **CBS CONSUMER PRODUCTS STRUTS ITS STUFF WITH LAUNCH OF 'AMERICA'S NEXT TOP MODEL LIVE' IN TORONTO**

### **National Event Management Signed On To Bring Fashionista Franchise To Canadian Catwalk in 2012**

**April 28, 2011** – Canadians can get ready for a fashion event like no other as CBS Consumer Products launches **America's Next Top Model Live** in Toronto May 4-6, 2012. National Event Management, producer of some of North America's biggest and best-attended shows, has been tapped to bring this quintessential fashion and shopping gala to Canada as CBS Consumer Products continues to expand the "Next Top Model Live" franchise around the world. The event follows in the footsteps of the Britain's Next Top Model Live event that premiered in London last year.

Based on the hugely successful international reality TV show, **America's Next Top Model Live** is designed to bring the style and glamour of *America's Next Top Model* to life for dedicated followers of current trends in fashion and beauty. Over three days, fans will experience a supermodel existence by getting free makeovers, being given a chance to strut their stuff on the Open Catwalk, shopping for the latest brands, watching incredible fashion shows, getting beauty advice from industry experts and finding out how to break into the modelling industry

"At its heart, the 'Next Top Model' brand is about making fashion accessible to everyone. Setting the franchise in a live setting is an engaging way of doing this and if the success of our London show is any indication, this is going to be hit," said Liz Kalodner, Executive Vice President and General Manager of CBS Consumer Products.

Fred Cox Jr., President of National Event Management, is pleased to be involved in making **America's Next Top Model Live** a fixture on the Toronto fashionista calendar, "NEM is honored to have been chosen to produce this innovative show!" he said. "We are very excited to create an inspiration destination for fashion, modeling, beauty and retail therapy. We look forward to seeing everyone there!"

To check out more information about **America's Next Top Model Live**, please visit:

[www.ANTMLiveToronto.com](http://www.ANTMLiveToronto.com)

The inaugural Britain's Next Top Model Live in October 2010 exceeded expectations by attracting thousands of attendees to Excel London. The event included special guest appearances by BNTM Judge Charley Speed and the season six cast, including winner Tiffany Pisani, and performances by pop stars Jessie J, Diana Vickers and Eliza Doolittle. Britain's Next Top Model Live will return to London in 2011 from October 28-30.

AMERICA'S NEXT TOP MODEL is produced by 10x10 Entertainment and Bankable Productions. Executive Producers are Tyra Banks, Ken Mok and Laura Fuest. The reality series was created by Tyra Banks and developed by Mok and Kenya Barris. ANTM is licensed in over 140 markets and there are currently 20 local versions in production. AMERICA'S NEXT TOP MODEL and the AMERICA'S NEXT TOP MODEL format are sold internationally by CBS Studios International.

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**About National Event Management**

With over 35 years of show experience, National Event Management produces some of the largest & best-attended events in North America. For more information about National Event Management, visit [www.nationalevent.com](http://www.nationalevent.com)

**About CBS Consumer Products**

CBS Consumer Products manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Television Studios and CBS Television Distribution, as well as from the company's extensive library of titles, Showtime and CBS Films. Additionally, the group oversees online sales of programming merchandise. For more information, visit [www.cbsconsumerproducts.com](http://www.cbsconsumerproducts.com).

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