



Contact: Autumn Stickfort
abstickfort@gmail.com
wk: 651.489.8281

Model Integrity

For Immediate Release

New Twin Cities Event Brings Truth for Aspiring Models

St. Paul, Minn., April 1, 2008—In an industry notoriously plagued with scams, you don't find many people offering honest advice on how to break into the modeling industry. But that's exactly what Shannon Tacheny of Model Integrity hopes to change. "Many people, especially teens & young adults, but also parents of young children, dream of seeing themselves in print or on the runway," says Tacheny, "and because of that there are numerous traps in this industry 'helping' people pursue their dreams yet ultimately leaving them misguided, short hundreds or thousands of dollars, and no further along in their pursuits than when they started."

Tacheny understands all of this, because in addition to being a photographer and the founder of Model Integrity, she is a model herself. "I understand exactly where people are coming from. When I was 19 I got into this business and went to every open-call, informational meeting, modeling school interview, and replied to every ad or internet opportunity that I saw. But almost every one of them wanted large sums of money that I didn't have. Thankfully I didn't fall into any of those traps, and chose to do some more research on my own." Shannon soon began working with a local agency and eventually multiple agencies. Since then, she has worked as a part time model in the Twin Cities, and St. Louis, as well as occasional trips to New York, doing print, runway, and television work for clients such as MN Monthly, Fingerhut Catalogs, Rocco Altobelli Salons, and Best Buy. And now she has a young daughter who works with a local agency as well. "The method for pursuing work with a local agency is really quite simple," says Tacheny, "but with all of the advertising done by businesses who want to exploit and make money off of aspiring models, it can seem nearly impossible for someone to get honest information without an insider's point of view."

This is exactly where Model Integrity comes in. "I knew early on in my career as a photographer that I wanted to be able to share upfront information with individuals pursuing this industry," says Tacheny passionately. And she has been doing so on a one-on-one consulting basis through her photography business, Shannon Tacheny Photography and Design (recently re-launched as Feather Blue Studios), up until this point. "But through Model Integrity, we have the opportunity to get this info out to a much larger crowd. And not just to teens or the fashion model type, but to people of all ages, including parents who want this information for their children. This is a very family-friendly event," she points out.

-- continued --

Jennie Little, of Bloomington MN, knows what a difference this advice can make. When considering modeling for her baby girl, she came to Tacheny first. “After our daughter was born we were contacted by a business that identified themselves as a local kids modeling agency,” says Little. “The initial phone interview seemed to go well, but since we were wary of scams we spent some time talking with Shannon about what to watch out for.” Ultimately, the knowledge Little gained from Tacheny was crucial. “We were told by the ‘agency’ that we would need to spend a large sum of money to get our daughter started with no promise of any jobs, and we decided to pass. We could have had a very negative experience if I hadn’t spent time talking with Shannon.”

The premiere Model Integrity event, which will take place on Sunday April 27th in Minneapolis, will include a free informative session where attendees can get a better understanding of the Minneapolis modeling market and learn how to avoid industry-related scams. The event will also be awarding photo shoot and modeling opportunities to chosen individuals in various age groups, so individuals will register and get their snapshot taken, much like at a real modeling audition.

Not only will this event benefit potential models, but also local businesses who are partnering with Model Integrity. “We want this event to have a community feel,” says Tacheny, “so we offered various opportunities to a few local businesses who are partnering with us by having tables at the event or being part of the model search aspect so that we can award some of the attendees real modeling experiences and help them start their portfolio.” The event will give attendees a chance to talk to representatives in the areas of fitness, beauty, and fashion.

Brenda Booth, owner of Body One Wellness and a Personal Trainer and Nutrition Coach, who will be at the event as a sponsor, understands the need for an event like this from a personal perspective. As a model for over ten years herself, she says, “I feel it is important for people to do their research before getting into this industry. This can be a very hard business emotionally for people, especially young girls. Also, you need to know the market. Minneapolis is way different than Los Angeles and small mistakes can cost you money, jeopardize your career or make you look unprofessional.” Linda Froiland, a Wardrobe Stylist and another event sponsor, agrees with the importance of this event. “I know how hard these industries are, but with integrity, morals and a good sense of who you are, you will contribute and not be taken down,” she says.

Jane Boyd & Shirley Kruchten of Fresh Focus Natural Skin Care, who are partnering as part of the model search and will also be at the event, are excited to talk one-on-one with potential models. “Model Integrity’s dedication to offer the professional guidance necessary for their participants success is refreshing. This event will allow attendees to gain the credible modeling assistance they’ve been looking for. We are looking forward to providing a model with a great opportunity to add to their portfolio” they say.

Feather Blue Studios, Tacheny’s business, will be represented as well. “Attendees will have the opportunity to learn more about my photography services or further consulting,” she says, “but in a no pressure sort of way.” She adds, “Ultimately I think this is a really great opportunity for anyone who’s ever been interested in learning more about modeling; no strings attached, only potential. If something like this had been around when I was getting started, it would have saved me a lot of time and dead-ends.”

For more information on Model Integrity and their upcoming event, visit www.modelintegrity.com. The event is coming up Sunday April 27th, at the Minneapolis Four Points Sheraton; individuals can come anytime between 2-5pm. The event is open to all ages and free to attend.