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## **PRESS RELEASE-IMMEDIATE RELEASE**

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### **Sequoia Star Academy's New 'Agency Ready' Performing Arts Make Young Performers Stars**

MESA, Ariz., Dec. 29 -- Sequoia Star Academy's new "agency ready" performing arts programs and online academics provide young actors, dancers and singers with free industry exposure, packaging, representation and availability without interrupting their education. This week the new program enabled Star students to choreograph and perform in their new television commercial scheduled to air in January on Nickelodeon and Cartoon Network, act in a feature film titled "Random Doors," and prepare for a two month trip to LA for pilot season auditions.

According to Sequoia Star Academy's Principal, Shelley Watson, approximately 60% of their student body is either working in or actively pursuing film, television, theater and/or music careers. Last summer, seven students represented the United States at the 13th annual World Championships of Performing Arts and ranked 3rd place in the world, resulting in six being signed by LA agents and managers. The experience motivated the school to add "agency ready" topics to their program. K-12 students continue to develop their talents while learning how to obtain and work with legitimate representation and develop professional portfolios, headshots, acting and modeling resumes, and audition material, at no cost to the student.

*"One challenge young performers face is the ability to audition and be on location for long periods of time without interrupting their education. Our web-based curriculum enables our students to take all classes online anytime. When on the road, teachers communicate via phone, email and, for students 13 years and older, Facebook. Currently 40% of our students are working above grade level, so we know this approach works,"* explains Principal Watson.

Star's film and stage acting classes provide core skills and "real world" instruction including: how to find their "mark," working in front of a camera, how stage and film acting differ, and various make up techniques for both. Students in the stage acting class study all phases of stage acting, dance (swing, hip hop, ballet, jazz and tap), vocals and musical theater. When students are ready, Star finds students auditions at Desert Stages Theater, East Valley Children's Theater, and local independent films, to name a few.

Modeling classes focus on runway, freeze/mannequin, spokesperson, print modeling and, when desired, pageantry classes. Photographers come to the school and do "test shoots" to help students learn what to do and what not do in front of a camera, as well as provide headshots for students' portfolios. The Young Agency in Phoenix visits the school twice per year to scout for new talent. Students also model for various stores such as Contagious, Group USA, Master Cuts, Fiesta Mall, and Glitterbox.

Sequoia Star Academy is a tuition-free, K-12 charter school located in Mesa at 323 N. Gilbert Road. K-12 students enjoy free electives such as acting, musical theater, voice, drama, dance, modeling, pageantry preparation, art, multimedia, and digital photography. Star also provides over 150 free online accredited academic courses. Enrollment is year round. For information, or to tour the campus, call (480) 834-7400 or visit [www.sequoiastaracademy.com](http://www.sequoiastaracademy.com).

SOURCE Sequoia Star Academy