



CRAIG REALTY GROUP

outlets
at Anthem

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Good “Genes” Win Out at Outlets at Anthem

Mother and Son Among Big Winners in Strike-A-Pose Model Search

PHOENIX – A mother-son duo are among the newest clients at the FORD/Robert Black Agency, winning two of the four coveted one-year modeling contracts at this weekend’s competition at the Outlets at Anthem.

Thirty-six-year-old Phoenix resident, Michelle Long and her 12-year-old son, Braydon walked the catwalk during the Strike-A-Pose Model Search and the *Arizona Foothills Magazine* 2015 Face of Foothills Casting Call ultimately walking away with contracts. Seventeen-year-old Amelia Blair of Oro Valley and 19-year-old Ciara Scales of Glendale earned the other two contracts.

The four were chosen from a larger group of 12 models, all of whom were named Outlets at Anthem Brand Ambassadors. The other eight winners in the group include: 11-year-old Kali Haliano of Black Canyon City, 12-year-old Kyla Gonzales from Anthem, 15-year-old Hannah Hornback of Anthem, 16-year-old Anabel Cortez of Mesa, 16-year-old Anthony Mitchell from Phoenix, 19-year-old Shawn White of Anthem, 26-year-old Jennifer Stanley of Glendale and 32-year-old Megan List from Scottsdale. The group of 12 now has the opportunity to represent the center in its year-round print ad campaigns and weekly television appearances.

What’s more, the ambassadors will have their headshots included on the *Arizona Foothills Magazine’s* website for voting. In November, the publication will announce the 2015 Face of Foothills model, a distinction which includes a cover photo spread in the magazine.

Additionally one of the ambassadors, 15-year-old Hannah Hornback, received a \$1,500 scholarship to the International Modeling and Talent Association (IMTA) Conference – a new award this year.

“The 11th year of the Strike-A-Pose Model Search was definitely the most exciting as we partnered with the *Arizona Foothills Magazine* creating even more opportunities for our winners,” said Sallyann Martinez, marketing director for Outlets at Anthem. “It will be a great year for these talented, local models as we watch them appear in our ad campaigns and see if one of them winds up on the cover of the magazine.”

The panel of judges for this weekend’s competition included Ford/Robert Black Owner, Sheree Hartwell; Director of VIP Relations for the International Modeling and Talent Association (IMTA), Jeracah Marchana; Outlets at Anthem Shopping Gal, Alexa Rizk and the Publisher of *Arizona Foothills Magazine*, Michael Dee.

No prior modeling experience was necessary. The competition was open to anyone ages 10 to 40.

Past Strike-A-Pose Model Search winners have gone on to appear in national campaigns and have launched successful careers after being discovered right here in the Valley. One past winner, Paige Rivas, was discovered at the Outlets at Anthem Model Search and has become a high-end model with IMG Modeling Agency, who also represents Gisele Bundchen.

Outlets at Anthem is located in Phoenix off the 1-17, 15 minutes north of Loop 101, at the Anthem Way, exit 229. For more information, visit www.outletsanthem.com or [Facebook.com/OutletsatAnthem](https://www.facebook.com/OutletsatAnthem).

About Craig Realty Group

Craig Realty Group is a high income-producing, upscale factory outlet development and management firm founded by Steven L. Craig, based in Newport Beach, California. Craig Realty Group owns, operates and manages nearly 4.3 million square feet of existing retail development in 6 states: **Outlets at Anthem** in Phoenix, Arizona; **Cabazon Outlets** located near Palm Springs, California; **Citadel Outlets** in Los Angeles, California; **Outlets at Conroe** located near Houston, Texas; **Outlets at Hillsboro**, located between Dallas and Waco, Texas; **Outlets at Castle Rock** located south of Denver, Colorado; **Outlets at Loveland** located north of Denver, Colorado; **Outlets at Silverthorne** located west of Denver, Colorado; **The Promenade Shops at Orchard Valley**, Manteca, California; **Outlets at Vicksburg** in Vicksburg, Mississippi; and our newest center **Outlets at Traverse Mountain**, located in Lehi, Utah. Projects in development include **Outlets at San Clemente**, California; **Sussex Commons Lifestyle Outlet**, New Jersey; **Chicagoland Outlets at Country Club Hills**, Illinois; **Outlets at Kapolei Commons**, Oahu, Hawaii; **Outlets at Richmond**, Virginia; **Outlets at Cleveland**, Garfield Heights, Ohio; and **Outlets at Lacey**, Washington. Craig Realty Group founder Steve Craig previously developed Desert Hills Premium Outlets and Carlsbad Company Stores, two of the most successful manufacturer outlet centers, was instrumental in developing Camarillo Premium Outlets and recently divested the incredibly successful Woodburn Company Stores just outside of Portland, Oregon. For more information, visit www.craigrealtygroup.com.