



## FOR IMMEDIATE RELEASE

### Press Contact (Spanish):

Jorge Garcia  
Phone: (213) 487-4609  
[jorge@patriciasturlastudio.com](mailto:jorge@patriciasturlastudio.com)

### Press Contact (English, Italian):

Laura Pasquale  
Phone: (310) 490-4029  
[laura@patriciasturlastudio.com](mailto:laura@patriciasturlastudio.com)

## ONLINE MAKEOVER FOR LATINO ENTERTAINMENT STUDIO Patricia Sturla Studios Launches Redesigned Web Site

LOS ANGELES, CA – July 20, 2005 – Patricia Sturla Studios, Inc. ([www.patriciasturlastudio.com/](http://www.patriciasturlastudio.com/)) is proud to announce the launch of its redesigned web site. Along with the new look and color scheme comes a variety of new features and sections. New to the site are a digital press room with recent articles and an electronic media kit, an events section, a news section, and a downloads page. New features also include five different image galleries, XHTML/CSS compliance, improved navigation, and an automated mailing list subscription service.

"It was time to update and enhance our online presence to reflect the growth of our company and showcase the talent and success of our students," says Patricia Sturla, owner and founder of the school. "Over the course of the last few years, we have been continuously adding new programs and services, like singing, dance, and castings. These activities now feature prominently in our new web site, as do our students."

Instead of using stock images of professional models, actors, and singers, the company has made a conscious decision to cast the fresh faces of its young Latino students and alumni as models and main characters for the web site. "They are the lifeblood of our school and the future of the Latino entertainment industry," Sturla explains; "What better advertising for our program can there be?"

– MORE –

The redesign has been in the works for more than six months and all of the work was done in-house, with the collaboration of entertainment photographer Omar Guerra. As previously, the web site is accessible in Spanish, English, and Italian.

### **About Patricia Sturla Studios, Inc.**

Patricia Sturla Studios, Inc. is the largest Latino modeling, acting, dance, and singing studio in the U.S. Founded by successful Latina model, fashion designer, television hostess and entrepreneur Patricia Sturla in 1997, the Los Angeles-based company operates at the heart of the booming Latin-American entertainment industry. The two spacious and professionally equipped studios in Los Angeles and Orange County offer training, casting, and representation of emerging Latino talent of all ages for modeling, TV, magazines, music videos and feature films. The company can be reached online at [www.patriciasturlastudio.com](http://www.patriciasturlastudio.com) or by phone in the U.S. at (213) 480-3049.

If you would like more information about this topic, please call Laura Pasquale at (310) 490-4029 or e-mail our web team at [webmaster@patriciasturlastudio.com](mailto:webmaster@patriciasturlastudio.com).

# # #