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STORY IDEAS FOR REPORTERS AND MEDIA

Can the proper training really create a star?

Isn't talent enough? What do performing arts schools really do for their clients? What can a prospective student expect to get in return for his or her money? How do you choose the best school, or the best fit for your specific needs?

What does it mean to specialize in the US Latino marketplace?

Several performing arts schools now advertise classes and instruction in Spanish language, but are they really in a position to offer the best kind of representation, opportunities, and real world advice to their increasingly diverse and multicultural clientele?

What does it take to make it in Hollywood for an aspiring Latino actor (or entertainer, model, dancer, singer, etc.)?

Over the last several years there has been much talk about the upcoming boom of the US Latino film and entertainment industry, but prominent Latino celebrities like Salma Hayek have recently denied that a real boom has ever occurred or is likely to happen any time soon. What opportunities are really available today for emerging Latino talent, and are they worth the effort?

What does it mean to be a Latino in Hollywood?

Cultural and language boundaries, identities, stories, market predominance.

Double minority: staying alive in corporate America

Women business owners are critically important to the American economy. America's 9.1 million women-owned businesses employ 27.5 million people and contribute \$3.6 trillion to the economy.[‡] However, women continue to face unique obstacles in the world of business. How

can a small family- and woman-owned business remain productive (solvent), keep growing, and stay independent? What are the major challenges for minorities (or double minorities: Latino and female) in today's corporate America?

‡ [source: <http://www.sba.gov/financing/special/women.html/>].

Are Angels turning to Devils?

From the *City of Angels* to *Sin City*: is (or will) the Latino entertainment industry slowly relocating from Los Angeles to Las Vegas? How would that transition impact the Southland's economy? What would it mean to Hollywood?

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 three spacious and professionally equipped studios in Los Angeles, Orange County, and Las Vegas 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 or by phone in the U.S. at (213) 480-3049.

If you would like to schedule an interview with Patricia Sturla, please contact Jorge Garcia at (213) 487-4609 or Laura Pasquale at (310) 490-4029, or e-mail your request to press@patriciasturlastudio.com.