

**FOR IMMEDIATE RELEASE: 1 May 2007**

media contact: Jeanette Rodriguez

midtown creative, inc.

[press@midtowncreative.com](mailto:press@midtowncreative.com)

305 573 3308

## **ICON TALENT LAUNCHES BRAND NEW WEBSITE**

**Aventura, FL** – Icon Talent, one of South Florida’s hottest up-and-coming talent agencies announced today the re-launch of its official website, [www.ICONTALENT.com](http://www.ICONTALENT.com).

Icon Talent, Inc. was founded in July 2003 by the Director/Choreographer of the Miami HEAT Dancers, **Janine M. Thompson** and Director/Choreographer of the Florida Marlins Mermaids, **Jose Guerrero**. Icon Talent is a full-service talent agency and entertainment company licensed by the state of Florida. Their talent pool ranges from dancers, models and actors to photographers, make-up artists and hair stylists - making them one of the most unique versatile agencies sought out by leaders in the fashion & entertainment industry.

“Our mission is to treat each and every client’s event with red carpet grandeur and professionalism,” said Janine M. Thompson, Icon Talent’s Director of Operations. “Aspiring entertainers and industry insiders will be impressed by our unwavering commitment, the broad range of our services and the unique diversity of our talent.”

Icon Talent’s client roster includes Super Bowl XLI, American Express, Sports Illustrated, the Florida Lottery, Coors Light, the NFL Players Association, Playboy, Presidente Light Beer and the MTV Video Music Awards in 2004 and 2005. Icon Talent has also provided dancers for live concert performances for Ashanti, Jon Secada, Jose’ Jose’, and Carlos Ponce. The agency provides entertainment for Production Firms, Conventions, Charitable Galas, Bar/Bat-Mitzvahs, and Corporate Events.

305 573 3308 ☎ • 212 931 8552 📠  
[press@midtowncreative.com](mailto:press@midtowncreative.com) & [www.midtowncreative.com](http://www.midtowncreative.com)

Icon Talent is a member of the Aventura Marketing Council, the Greater Miami Convention & Visitors Bureau (GMCVB) and the Emerging Business Program for Super Bowl XLI and XLIV. In 2006, Thompson and Guerrero were recognized for their work through a grant awarded by Commissioner Sally A. Heyman.

Thompson has a penchant for spotting and developing talent as evidenced by notable HEAT Dancer alumnae who have been catapulted into the national limelight: **Trista Rehn**, star of ABC's *The Bachelorette*, **Jessica Sutta**, vocalist of the pop group Pussycat Dolls, **Brooke Long**, Suitcase No. 15 model of NBC's *Deal or No Deal*, and most recently, **Layla El**, winner of the WWE's *2006 \$250,000 Diva Search*. Under Thompson's leadership, the HEAT Dancers continue to earn accolades, most recently being voted the "The Most Popular Dance Team in the NBA" for the second year in a row by fans from around the world.

The Icontalent.com website, created and designed by Midtown Creative, boasts an event photo gallery, a talent registration form ("be an icon") and a request form for talent ("book an icon"). Soon to come is an interactive showcase, a talent directory and a private casting bulletin exclusively for registered talent.

#### **About Midtown Creative**

Serving the fashion, arts and design communities in New York, LA and Miami, Midtown Creative is an innovative interactive and creative agency and a leading provider of visual identities and interactive creative and technical online resource for upscale brands. For more information, please visit [www.midtowncreative.com](http://www.midtowncreative.com).

#### **About ICON TALENT**

A full service Talent & Entertainment Agency catering to Casting Directors, Production Agencies, Ad Agencies, Casting directors and Event Promotions. Icon Talent is located at 18851 N.E. 29th Avenue, Suite 700 in Aventura, FL 33180. For more information, please visit [www.icontalent.com](http://www.icontalent.com).

###

Press Release by: Lorrie-Ann Diaz

305 573 3308 ☎ • 212 931 8552 📠  
[press@midtowncreative.com](mailto:press@midtowncreative.com) & [www.midtowncreative.com](http://www.midtowncreative.com)