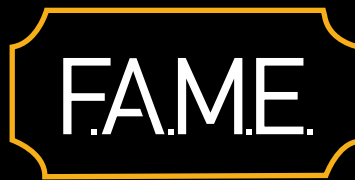


# FOUNDATION OF ARTISTS MENTORED IN ENTERTAINMENT-NFP

MEDIA KIT



CONTACT:  
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FACT SHEET  
F.A.M.E.'S MARCH 8, 2012 FUNDRAISING EVENT

Date: March 8, 2012  
6pm-9pm

Location: Rokit Bar and Grill, 2nd Floor  
22 W. Hubbard, Chicago, IL, 60654  
Phone: 312.645.6000  
[www.rokitbarandgrill.com](http://www.rokitbarandgrill.com)

Ticket Purchase: Tickets are priced at \$100.00 which is tax deductible, available for purchase immediately. Checks and PayPal methods will be accepted. Checks should be made payable to:

FAME-Foundation of Artists Mentored in Entertainment  
c/o Lily Liu  
1300 N. Lakeshore Dr. Unit 9B  
Chicago, IL, 60610

Please visit [www.fame-chicago.org](http://www.fame-chicago.org) for more information or to make a PayPal payment, or email [jimmyflorek@hotmail.com](mailto:jimmyflorek@hotmail.com) with questions.

About F.A.M.E. : F.A.M.E.: F.A.M.E was established and granted 501(c)(3) status in August 2010 and is dedicated to providing tools for artists to create, promote, and grow their talent through educational and financial resources. Support is provided by scholarships, educational workshops and mentoring. F.A.M.E. will hold 2-4 benefits a year in order to fund scholarships for both individuals and organizations consistent with F.A.M.E.'s mission. F.A.M.E.'s founder, Lily Liu, has been involved with the entertainment industry for more than 40 years. Liu is a retired model turned entrepreneur. In 1982 she opened LTA (Lily's Talent Agency): a full-service talent agency that operates in the West Loop and represents actors, voice-overs, models, dancers, and child talent.

Contributing Organizations: Rokit Bar and Grill: Rokit will be donating the venue along with the food and beverages to be served at the event. Rokit Bar and Grill was founded by Billy Dec, a Chicago restaurateur, known for his charitable work on behalf of local Chicago. Dec is owner of several Chicago restaurants, including: Rokit Bar and Grill, Rokit Wrigley, Sunda, and the Underground. Dec is also an Emmy winner for his role as Entertainment Contributor on Windy City Live, which is a segment that runs every Thursday at 9am.

## Contributing

Organizations (cont): Metropolis School of the Performing Arts: Metropolis, a non-profit professional theatre with a community focus, is now home to Chicagoland's largest suburban performing arts school which offers drama, dance and music students extra-curricular arts classes and performance opportunities, a community of friends with similar interests, an accepting environment, and the opportunity to progress to an elite level within the performing arts. Proceeds from this event will benefit the the School of the Performing Arts' Tuition Assistance Program.

F.A.M.E. Goal: The goal is to have at least 250 attendees and raise \$40,000 to support F.A.M.E., Metropolis School of the Performing Arts, and provide scholarship money for the winners of a talent search contest F.A.M.E. is holding prior to the event. F.A.M.E. supports local talent by providing financial assistance, education, mentoring, and performance opportunities. The mission is to raise money for these organizations and provide a platform for the performers.

Talent Search: F.A.M.E. is holding a talent search for local Chicago artists until Feb.15, 2012. Select performer(s) will receive scholarship check(s) and the opportunity to showcase their talent at F.A.M.E.'s March 8th Fundraising Event.. Several of the runner-ups will be selected to receive scholarship money.

Performances: The event will feature three different performances, two of the acts being students at Metropolis School of the Performing Arts. One of the featured student groups is the Limelight Singers, a newly founded young adult show choir. Steffan Argus will be the other Metropolis featured performer. Argus, a 13-year-old singer, has been studying at Metropolis since 2005 and recently joined nationally-recognized Kidz Bop. Final performances will be provided by the winners of F.A.M.E.'s Chicago Talent Search. The deadline for submissions is Feb. 15, 2012 and a winner will be chosen by Feb. 22, 2012.

Food and Beverage: Ticket price includes "Rockit" Signature hearty appetizers, along with Non- alcoholic and Signature Wine/Alcoholic beverages will be provided.

Auction: Several Chicago arts and entertainment companies and organizations have offered to donate prizes for a silent auction to be held at the event. Guests will have a chance to bid on these items. All proceeds will support F.A.M.E., Metropolis School of the Performing Arts, and the talent search winner.

Contact: For ticket information or details about F.A.M.E., please contact F.A.M.E. founder Lily Liu, [info@fame-chicago.org](mailto:info@fame-chicago.org), call 312.601.2345, or visit [www.fame-chicago.org](http://www.fame-chicago.org).



We are a non-profit, 501(c)(3) certified organization that believes there are many naturally talented artists who deserve the opportunity to be successful in his or her craft but lack the financial ability to do so.

F.A.M.E. is dedicated to providing the tools these artists need to create, promote, and grow their talent. F.A.M.E. develops, trains, and mentors artists by providing the financial and educational resources they need to advance their careers and make their dreams a reality.

*who we are*

FOUNDATION OF ARTISTS MENTORED IN ENTERTAINMENT-NFP



# *The F.A.M.E story*

## FOUNDATION OF ARTISTS MENTORED IN ENTERTAINMENT-NFP

Lily Liu, President and Founder of LTA, Lily's Talent Agency, and LT Management Chicago, has over 40 years of experience in the entertainment industry and was inspired by the artists she encountered through her career to begin F.A.M.E. Seeing such amazing artists who possessed such extraordinary talent but who did not have the funds to keep up with the education, training, and materials needed to continue, Lily decided it would be her personal goal to create a solution in order to make their dreams a reality.

It was on August 6, 2010, that Lily's dedication and perseverance to this goal was manifested into F.A.M.E., Foundation of Artists Mentored in Entertainment, was granted Non For Profit, 501(c)(3) status.

Through F.A.M.E., Lily is now able to help the talented and deserving artists by giving them the means to pursue and develop their talents. F.A.M.E. offers scholarships to artists in need, so they may continue to develop their artistic careers.

Lily Liu is often inspired by the message her mother passed on to her- Never give up, if you want to succeed. This message will live on through the growth and success of F.A.M.E. and the F.A.M.E. artists.

