



FOR IMMEDIATE RELEASE:

RUTH ELIZONDO: MODEL, MOGUL, HUMANITARIAN

Atlanta, GA, March 1, 2007- Ruth Elizondo is without a doubt the hottest newcomer in the modeling industry. She has utilized her 16 years of fashion industry experience to create an innovative modeling agency with incredible talent and flair. She is a renowned beauty expert; taking time out of her busy schedule to serve on several panels and to teach workshops in order to give back to the business that has been so good to her.

This Texas-born Mexican beauty is building a modeling empire that is taking the industry by storm. Her company manages the careers of over 100 models nationwide. She works tirelessly from her Buckhead office to ensure that her business is operating seamlessly. Billboard Models has been thriving nonstop since its inception.

Ruth Elizondo has a gift for discovering untapped talents while molding her models into entrepreneurial business people in control of their own success. She is an invaluable resource to her clients as a negotiator and an advisor always keeping their best interests in mind both personally and professionally.

Ruth Elizondo is giving back by lecturing high school students on confidence and self-esteem. She stresses the importance of professionalism and teaches about the essence of what it takes to be a successful model.

ABOUT BILLBOARD MODELS

Founded in the spring of 2005, Billboard Models began with a profound vision: to show the world the power of true grace, poise, kindness, boldness, determination, and elegance. Billboard Models is committed to bringing a fresh approach to model management by exposing the world to the beauty of diversity offering models of every hue of skin color, texture of hair and body type.

Billboard represents models in runway, print, television and film. Billboard Models are not only beautiful, but also offer a strength of spirit and mind in the form of a working professional who is dependable, with remarkable presence and delivery.

Ruth Elizondo has built her business from the ground up and there is no doubt that she is headed to the top. Ruth is a role model for all people but especially for women and minorities, she is living proof that hard work and perseverance can take you a long way towards realizing your dreams. Ruth Elizondo's journey has just begun, she will continue to ride her wave of success into the future with grace and courage like this industry has never seen.

CONTACT: Tamara Franklin

Public Relations
Billboard Models

404-587-5464

info@billboardmodels.com

www.billboardmodels.com

###

