

For Immediate Release

Subject: Lehigh Valley Idol/4 The Art of It - Love can build a bridge to Broadway

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Contact: Linda B. Norris Executive Director Lehigh Valley Idol / 4 The Art Of It

GIVE MY REGARDS TO BROADWAY! Lehigh Valley Idol's talented artists are expanding their opportunities and experiences to include New York City.

Due to the dedicated efforts of Lehigh Valley Idol Director Linda B. Norris who is, in her own words "truly realizing a dream", of seeing the local talent of the Lehigh Valley get their opportunity to shine in the Big Apple.

Ms. Norris has recently been invited by Broadway Producer Pat Addiss ("Little Women", "39 Steps", and "The Fantastics") to be a member of the prestigious League of Professional Theater Women and has also recently become a member of The National Arts Club in Manhattan.

[PICTURES ATTACHED - Ms. Norris and producer Pat Addiss, taken at an event at CBS Radio, in Midtown Manhattan in September 09] [PICTURE #2 TAKEN AT NATIONAL ARTS CLUB, MANHATTAN (right to left) Linda Norris, Edith Drake, Ervin Drake - composer of songs like "*Cycles*" Frank Sinatra and "*I Believe*", Joe Sirola - "Mr. Voiceover" over 10,000 commercials and Broadway actor, Ward Morehouse III, Playwright, producer of Broadway *After Dark*].

Through her unprecedented dedication and love for the arts Ms. Norris has, over the past 8 years, been busy "BUILDING THE BRIDGE" so-to-speak that has and will feature local talented Lehigh Valley Idol artists by showcasing their talents to various Broadway producers, top modeling agencies, state of the art recording studios in Manhattan, CBS radio, Disney auditions and other professionals in the entertainment industry.

Ms. Norris's connection to entertainment opportunity in NYC is based on Norris's own personal journey in the entertainment business. Born and raised on Long Island into a popular musical family, Ms. Norris experienced the 24/7/365 of true commitment it takes "TO BE SEEN and TO BE HEARD" a slogan used by Lehigh Valley Idol. Her parents, the late Beverly and Rufus Norris, were both veterans in the entertainment industry having performed on The Ed Sullivan Show, toured with musical acts such as Fred Waring and The Pennsylvanians, Martha Rae, and even Beverly Sills of The Metropolitan Opera. Ms. Norris relocated to the Lehigh Valley in the mid 1980's and being a performer herself, worked in a popular local musical duo originally called Perfect Touch that evolved into what entertainment reporter Charles Cohen called "an award winning dynamic duo - Norris and James". Later, the duo worked closely with members of the world famous Osmond Family producing, recording and performing for over 20 years.

In 2001 (a year and a half before American Idol premiered on television) Ms. Norris started to develop a small Lehigh Valley Idol program to support local school PTA's and PTO's by giving local school children an opportunity to be seen and to be heard, thereby creating a win - win for the schools and the children. Ms. Norris quickly came to the conclusion that everyone who wanted to be seen and to be heard should have the opportunity.

To quote Norris "when American Idol came on TV, I thought it was over for us... but exactly the opposite happened. When I heard the negative comments on American Idol, and saw the sensationalism the show promoted knowing that in the real entertainment world, American Idol is counter to the hard work and dedication show business requires, I got busy".

Lehigh Valley Idol is a division of 4 THE ART OF IT, a 501(c)3 non-profit organization of persons dedicated to the preservation and advancement of the arts consisting of performers, technical support persons, writers, illustrators, educators and other persons from all backgrounds and skill levels. The objectives of "4 THE ART OF IT" are to provide it's members with a network of support and resources. To promote and protect the value of the arts within the education system. To provide for the artist positive and safe venues to develop and showcase their talents.

Lehigh Valley Idol (4THE ART OF IT) will begin their capitol campaign this month to support and provide even more opportunities.