

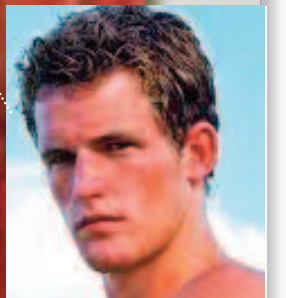
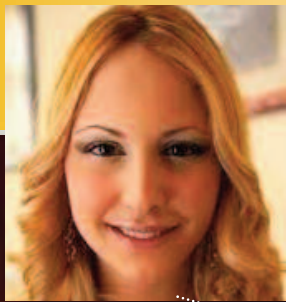
National Model Search

DeMolay International is looking for 12 models to star in a national poster campaign for the “Young Knights of DeMolay.”



As part of a national effort to re-energize and reconnect DeMolay with the greater Masonic community, we're looking for DeMolay and DeMolay Sweetheart models for three “Classic Master” paintings to be used in a national poster ad campaign to the extended Masonic family.

Winners receive a \$100 cash award and a chance to represent DeMolay International as “Young Knights” defending honor and learning leadership.



**Knights!
Prepare
for the
Battle
Within.**

Since the dawn of time...
Great warriors have defended man's honor.
Indeed, there is no greater Honor for mortal
man - even today - than becoming a Knight.

And today, despite what's been said,
Chivalry is not dead.
It lives on in our future world leaders - the
young men, the Young Knights, of the Order of DeMolay

**SAMPLE
ART
FOR LAYOUT ONLY!**

Here's what you need to know...



DeMolay International has embarked on a three-year campaign to reenergize and invigorate DeMolay while reconnecting with both the larger Masonic community and the public at large.

The four-part program, put together by the creative group Boston Light, includes the use of Web-based 3D Social Media and education, documentary films, public awareness campaigns, and internal poster advertising.

The overarching theme of the campaign revolves around reengaging with the excitement and challenges of “Young Knighthood” – a theme Frank Land envisioned nearly a 100 years ago.

To build upon this theme, we've commissioned one of America's greatest painters to create three Classic Master oil paintings to act as the basis for posters, advertising, and Web-based programs.

We've now started a nationwide search for DeMolay and Sweetheart models:

- Models will be painted by the Paul Ingbretson Studio (called “America's greatest painter” by the Copley Society, the oldest art association in the America).
- The three original 24”x 36” Master oil paintings will be on permanent display at DeMolay Headquarters or placed on loan with museums.
- Paintings will be used to create posters and artwork for DeMolay.
- Posters will be distributed to Masonic Lodges, Scottish and York Rites, and the Shrine.
- Artwork will also be used for national advertising in Masonic publications and DeMolay websites.
- 12 models will be chosen from across the country for major and minor roles.
- All models must be 12-21 years old and either DeMolay or a DeMolay Sweethearts.
- If chosen, all models must read and sign a model release (if under 18, release must include parental signature).
- Winners will receive \$100 and receive a signed, limited edition print.
- Note: all submissions, paintings, images, artwork, and likenesses will become property of DeMolay International.

Today, as we move proudly into the future, we're asking our Masonic Family to reconnect with DeMolay, to reach out and sponsor chapters, and to volunteer as Advisors. It's no secret that a Senior DeMolay makes the most successful Mason – so let's show them the best we have to offer. Read the contest rules and send in those photos today.

To apply:

- 1) Take 1-3 digital photos (head shots from different angles).
- 2) Make sure photos are in “jpeg” or “jpg” format and less than 125K each.
- 3) Send photos with age and contact info to DeMolay International at demolay@demolay.org.
- 4) Include the words “model search” and your state name in the subject line (example: Model search – Texas).

Painting concepts include:



1. Young Knights of DeMolay in a battle with internal “demons”.



2. The excitement of a young man being “Knighted.”



3. Knights showing that Chivalry is still alive.



For questions about the model search or the program, please contact:

DeMolay International 1-800-DEMOLAY (336-6529) JKitsmiller@demolay.org
Or Jim Bennette at Boston Light LLC: 781- 367-8204 BostonLight@aol.com