

Entertainment Industry Launch in Times Square

NEW YORK, N.Y. – Mar. 29 (SEND2PRESS NEWSWIRE) – The Entertainment Industry Expo (EIE) was launched in New York today by Producers Zach Lezberg and Brian Blattman, and presented with Hollywood and internationally acclaimed celebrity Actress/Director/Producer Anna Wilding, the New York City Mayor's Office of Film and Television, The Independent Feature Project (IFP).



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The EIE is being held at the Westin Hotel at Times Square on Sunday June 3, 2007 and promises to be an exciting event for all cast and crew professionals in the entertainment industry throughout America.

**(Photo Caption: Anna Wilding launches EIE with Brian Blattman and Zach Lezberg.)*

Similar to NAPTE and Sho West in its potential for creating a network base and sales environment, but for talent and crew, the event was described recently by Variety as "Now Show People have an Expo too."

Many sponsors have been eager to clamber on board for the New York event including Hairspray, BLUE MAN GROUP, Bank of America, FedEx, 2(x)ist, and BroadwayWorld.com. More sponsors and participants are being added daily.

Actors and their agents will be interested to know that the Expo will also feature live castings for the stage shows Hairspray, Blue Man Group. 2(x)ist Underwear will be conducting a model search at "EIE."

MMG, which has cast major TV shows and Print Work will also be present to scout new talent.

A range of industry panels is being conducted by IFP featuring known industry figures from many aspects of the world of feature film and production.

The event is considered a great boost to New York for its ability to create a centralized atmosphere and networking opportunity to the world of stage, television and film in New York.

More information: www.eienyc.com.

Text provided by the news source.

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