



Since crowning our first Face of Foothills Model Search winner in November 2009, the contest has evolved into a statewide flurry of head shots, catwalks and 14 Casting Calls at Westcor shopping centers. This year, the Web voting contest had thousands of entrants of all ages- and more than six times as many semi-finalists as last year! We are happy to launch our Face of Foothills 2011 contest, and a new Future Face of Foothills contest for those under sixteen. More info on both contests can be found on our [Full Rules & Regulations](#) pages.

[Click here to see rankings from Face of Foothills Round One](#)

[Click here to see rankings from Future Face of Foothills Round One](#)

[Click here to see rankings from Face of Foothills Round Two](#)

[Click here to see rankings from Future Face of Foothills Round Two](#)

[Click here to see rankings from Face of Foothills Round Three](#)

[Click here to see rankings from Future Face of Foothills Round Three](#)

[Click here to see rankings from Face of Foothills Round Four](#)

[Click here to see the final rankings from Future Face of Foothills](#)

[Click here to see the final rankings from Face of Foothills](#)

Voting Rounds

There will be four rounds of semi-finalists voting to narrow the pools of contestants. Those with the highest number of votes will advance and votes will reset for each round.

Round One

The first round will take place from 12:00:01 PM (Arizona time) on July 1, 2010 until 11:59:59 AM (Arizona time) on July 22, 2010. The round will narrow the Face of Foothills entrants to 200, and the Future Face of Foothills contestants to 200.

Round Two

The second round will take place from 12:00:01 PM (Arizona time) on July 26, 2010 until 11:59:59 AM (Arizona time) on August 26, 2010. The round will narrow the 200 Face of Foothills contestants to 100, and the 200 Future Face of Foothills contestants to 100.

Round Three

The third round will take place from 12:00:01 PM (Arizona time) on August 30, 2010 until 11:59:59 AM (Arizona time) on September 30, 2010. The round will narrow the 100 Face of Foothills contestants to 50, and the Future Face of Foothills contestants from 100 contestants to 50.

Round Four

The fourth round will take place from 12:00:01 PM (Arizona time) on October 4, 2010 until 11:59:59 PM (Arizona time) on October 20, 2010 (11:59:59 AM for Future Face of Foothills). The twelve Future Face of Foothills contestants with the most votes at this point will then meet the AFM Panel, who will determine the Grand Prize Winner.

Finalist Face-Off

The twelve Face of Foothills finalists with the highest number of votes in Round Four will be notified immediately. They will then join the three Casting Call Finalists and all will compete for the final ten spots with a five-day Finalist Face-Off. The Finalist Face-Off will take place from 12:00:01 PM (Arizona time) on October 22, 2010 until 11:59:59 AM (Arizona time) on October 27, 2010.

Face of Foothills Voting

Written by Claire Perkins



Ilana, Lauren and Tess, the three chosen at the Westcor's Face of Foothills Casting Calls to become Top-Fifteen Finalists!

Fabulous Grand Prizes

The 2011 Face of Foothills (age 16+) will be on the cover of a 2011 issue of *AFM*, star in a fully-styled six-page fashion spread and see their face featured on the AZFoothills.com header, Twitter page and *AFM* E-Newsletter headers for one full year. They'll also receive \$5,000 in luxury jewelry from Molina Fine Jewelers, \$1,000 cash, a weekend stay in a luxury Valley resort with spa treatments, \$500 to bebe, Radiance Spray Tanning for one full year, a ZOOM whitening and Tasti-D-Lite frozen dessert for one year.

The 2011 Future Face of Foothills (age 0-15) will receive a professional photo shoot with *AFM*, full page in the magazine, Web gallery on AZFoothills.com, \$500 scholarship from *Arizona Foothills Magazine* and Westcor gift card.



Last year's winner Stephanie in our 2011 Arizona Foothills Magazine feature

Casting call photos on the voting pages are courtesy of Jesse Sparks, Dan Raustadt, Mike Benedetto, Gary Steiner, Heather Link and Erica Velasco