Written by Claire Perkins
Friday, 28 May 2010 08:21 - Last Updated Monday, 19 July 2010 10:26



llana, Lauren and Tess, the three chosen at AFM's Face of Foothills Casting Calls to bypass Web voting to become Top-Fifteen Finalists!

Westcor and *Arizona Foothills Magazine* held fourteen fashion-filled Casting Calls in May of 2010, with hundreds of the Valley's most beautiful men, women and children turning out to become the next Face of Foothills! Potential models lined up at the events to turn in applications and have pics taken by a professional photographer, with the opportunity to win \$10,000+ in prizes. Below, you can click-through to see all Casting Call applicants, the Face of Foothills Semi-Finalists and Future Face of Foothills Semi-Finalists continuing on in the contest!

Arizona Foothills Magazine's creative team chose their favorite Casting Call attendees to become Semi-Finalists in the Face of Foothills Web Contest based on what they believe constitutes a best fit for the magazine and Web site.

Because there were so many beautiful kids, the Face of Foothills Model Search was separated into two separate contests- The Face of Foothills and The Future Face of Foothills. If models are 15 or younger at the start of contest voting (July 1), they were considered for a Future Face of Foothills contestant. All those 16 or over as of July 1 were considered for the main contest. Details will follow for the Future Face of Foothills Contest!

Arizona Foothills is still accepting entries through June 11. For entry details, rules and regulations, click here.

Face of Foothills voting will begin July 1! All Models are welcome to submit a different headshot to display for voting, but must do so via e-mail by June 11. Headshots submitted at Casting Calls must be re-submitted digitally. Please e-mail your new headshot to <u>faceoffoothills@mediathatdeelivers.com</u> with the subject line "New Headshot", and include your name and the Casting Call center you attended with your images.

All questions must also be submitted in writing to faceoffoothills@mediathatdeelivers.com.

Click the below links to see the contestants, Face of Foothills Semi-Finalists and Future Face of Foothills Semi-Finalists. All Semi-Finalists will continue on in the contest and can still win the grand prizes.

May 1 | Scottsdale Fashion Square

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

May 4 | Promenade at Casa Grande

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

May 6 | Biltmore Fashion Park

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

May 7 | Fiesta Mall

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

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May 8 | Chandler Fashion Center

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

May 11 | Flagstaff Mall

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

May 12 | La Encantada

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

May 13 | San Tan Village

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

May 14 | Arrowhead Mall

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

May 15 | Kierland Commons

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

May 18 | Prescott Gateway Mall

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

May 19 | Desert Sky

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

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May 20 | Superstition Springs Center

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists

May 21 | Paradise Valley Mall

All Contestants Semi-Finalists Future Face of Foothills Semi-Finalists