

Valley Foundation Announces Model Search

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A promotional poster for the 'Brain Aneurysm Survivor Model Search'. At the top, it features a red ribbon with the text 'Joe Niekro Foundation' and a photo of actress Tamala Jones wearing a crocheted hat. Below the photo, text reads: 'Luxury hat maker Canada-Bliss and actress Tamala Jones, Aneurysm Survivor and star of ABC's hit drama Castle, have teamed up with The Joe Niekro Foundation to find Brain Aneurysm, AVM & Hemorrhagic Stroke Survivors to appear in an inspiring advertising campaign.' A blue button says 'Enter Model Search Today' with '(Must be 18 or older to enter)'. The bottom section is divided into 'Entry Requirements' (Essay & Photo Submission, 500-word essay, two photos) and 'Entry Deadline' (June 5, 2015). It also mentions 'US & Toronto Canada Only' and 'Winner Named June 26, 2015'.

In an effort to raise awareness of a sudden and fatal illness that claims nearly 500,000 lives annually, The Joe Niekro Foundation has teamed up with actress Tamala Jones of "Castle" and luxury hat maker Canada Bliss in a model search for brain aneurysm survivors.

Through June 5, the Brain Aneurysm Survivor Model Search is looking for survivors age 18 and older to appear in advertising for Tamala By Canada Bliss, Jones' signature line of hand-crocheted hats. Participants must submit a 500-word essay and two photos at joeniekrofoundation.com/events/survivormodel-search.

"We are thrilled to be collaborating with Tamala, Canada Bliss and survivors across America. This is a wonderful testament to survivors everywhere that awareness is beautiful and chic," said Niekro who lost her father, major league baseball legend Joe Niekro to a brain aneurysm in 2006. "What an incredible day it will be when we get to witness these courageous survivors representing a platform that is so vitally important to our mission."

The model search is the start of Jones' personal aneurysm early detection campaign and survivor self-esteem initiative that seeks to educate the public on the warning signs and symptoms of brain aneurysms by encouraging survivors to share their stories and show post aneurysm successes. Jones suffered a ruptured brain aneurysm at age 23.

Luxury hat maker Canada Bliss worked with Jones to create the signature line Tamala By Canada Bliss to help raise awareness of brain aneurysms. The company is now taking its altruism a step further by placing survivors chosen via the model search in advertising for the brand. Proceeds from the sales of Tamala By Canada Bliss benefit brain aneurysm awareness and research.