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## **PAPER TO PEARLS' JEWELRY TO BE SHOWCASED ON INTERACTIVE REALITY SERIES *TO BE A STAR***

**ALEXANDRIA, VA** – Paper to Pearls announced today that jewelry crafted by women enrolled in the program will be showcased in an upcoming episode of the new interactive reality series *To Be A Star*. Kimmie Smith, stylist, designer, and editor of the lifestyle blog *Kitten Lounge*, will host and judge the episode, centered around the theme of creating a signature look.

Produced by La Mas Entertainment, *To Be A Star* is a documentary-style Web-based reality series that follows the journey of ten young women on their quest for stardom. Working with a team of world-renowned mentors and celebrity guests, including designer Nicole Miller, the girls will participate in an intensive month-long 'STAR' boot camp that will mold them into marketable entertainers, and help them mature into poised, confident, and successful role models. As a non-eliminating show, *To Be A Star* focuses on the goal of empowering young women worldwide. In Smith's episode, the girls will complete a challenge of taking a basic outfit - jeans and tank - and learning how to add accessories that work for a daytime look, then incorporating different accessories for night.

"Involving Paper to Pearls in this project is very meaningful to me," said Smith. "I believe that personal style is about more than selecting appropriate clothing and accessories. By informing these young women that their fashion choices can have a positive impact on the lives of others, I hope to bring an awareness that they will carry through adulthood and pass along to the next generation."

The show filmed in New York City August 10-29, 2009, and will air online for 10 weeks beginning September 7, 2009. Each episode will be simulcast worldwide through YouTube, AOL, Yahoo, iTunes, Facebook, MySpace Video, and Blip.TV. Cast members will participate in weekly live Web video chats, conduct weekly Skype sessions with viewers, and post their own daily blogs and video clips. More information can be found at [www.ToBeAStar.com](http://www.ToBeAStar.com).

"*To Be A Star* has enabled us to take the beautiful jewelry and powerful story of Paper to Pearls into millions of homes around the world," said Barbara Moller, president and founder. "Social networking and new media have become key elements in our success and expansion, and we are grateful for the opportunity to reach such a broad audience."

### **About Paper to Pearls**

An initiative of Voices for Global Change, Paper to Pearls works with women from internal refugee camps in northern Uganda to create jewelry by hand-rolling beads from recycled paper, which is then sold in the United States and throughout the world. On average, 85 percent of the sale price of each piece of jewelry directly benefits the beader through income and training. Since 2006, the program has grown to include nearly 125 women in nine beading cooperatives, allowing them to make approximately four times the national average wage. Concerned with empowerment and self-sufficiency, Paper to Pearls also provides women with the skills and confidence to take control of their own lives. For more information and to purchase jewelry items, visit [www.papertopearls.org](http://www.papertopearls.org).