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**FOR IMMEDIATE RELEASE**

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**Move Over Hollywood and the Big Apple: Virginia Is More than for Lovers**  
*Virginia Icon Celebrates Trey Songz and Budding Stars*

Richmond, September 8, 2008 --- Although “*Virginia is for Lovers*” is the state’s slogan, the Commonwealth is also where some of the hottest music talents had their beginning. Missy Elliott, Timbaland, Pharrell, Chris Brown, and Trey Songz are but a few top names in the industry with Virginia roots. The stars align at Richmond’s Landmark Theater, Sunday, October 12, 2008, beginning at 3:30 p.m., when Trey Songz, a Petersburg native, appears at the Landmark Theater to receive an award and to perform for a worthy cause: the Parent Educational Advocacy Training Center’s Virginia Icon. For the third year and the first time in Richmond, PEATC, a statewide organization that supports children with and without disabilities, is hosting this fundraiser to raise funds while also raising awareness of the unique vocal talents of teens from throughout the state. Mrs. Alma Powell, Board Chair, America’s Promise Alliance and wife of retired General Colin Powell, is the event’s honorary chair,

Auditions occurred in Richmond, Alleghany County, Fredericksburg and Northern Virginia during the spring and summer. Judges will select the winner and two runner-ups. Before that happens, organizers will share how contributions support PEATC’s work, and Trey Songz will receive the Virginia Icon Trailblazer Award for talent and philanthropy. He will also perform some of his most popular songs.

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Among event sponsors is the US Postal Service Heritage Series. “Partnering the Vintage Black Cinema Stamp Product with the Virginia Icon promotion creates a great opportunity to share in the commitment of supporting new artists while educating the public about prominent historical entertainment figures,” shares Sonja Edison, Product Publicity Specialist, US Postal Service.

“We are thrilled to have such strong support for the Virginia Icon. For thirty years, PEATC has been a statewide resource for children with disabilities, their families and the schools they attend,” shares Cherie Takemoto, executive director. “Recently, PEATC was chosen to be Virginia’s Parent Information Resource Center [PIRC] for all Virginia families, and academic achievement is a prime focus,” Takemoto adds. “The Virginia Icon offers an opportunity to showcase Virginia’s young people at their best. Our partners in this event help us raise critical program dollars in support of success for more than 1.2 million students in Virginia. Honoring Trey Songz for his talent and commitment to give back bonds with the Virginia Icon’s purpose,” Takemoto concludes.

Tickets can be purchased via Ticketmaster. Sponsor opportunities are also available. For additional information, contact Patricia Green, at I C Linkages, LLC, 301.526.1089, or [patricia.green@iclinkages.com](mailto:patricia.green@iclinkages.com).

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