

## **Models and talent association launched**

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The Kenya Casting Agents Models And Talent Welfare Association will be launched at Le Vans Lounge and Restaurant along Uhuru Highway on Thursday. This comes a year after the association's registration process by the government. The association's agenda is to pave way for radical reforms to this forgotten industry and organise a workshop program after the launch. They also aim to alleviate and streamline the standards and operations of models, talents, casting agents and their respective clientele who include advertising agencies, media houses and production houses locally and internationally.

This will bring sanity in an industry that has been viewed as incoherent, amorphous and disorganised in the past causing many people to absolve themselves, children, family and other members of the society. As of December 15, 2011, the association has acquired a membership subscription of over 2500 members and the number is set to rise with a recruitment drive that starts from early February 2012.