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Press Release

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For Immediate Release

Hollywood Style Pitch for Ryan Hitch – young Aussie makes his mark in LA

Every year, many young Aussies head to the USA with stars in their eyes, dreaming of fame and fortune and everything that comes with it. For many of these young hopefuls, it's Los Angeles that they're drawn to, with its bright lights and movie star lifestyle making it the perfect destination for living out their dreams... and hopefully getting *discovered* along the way!

Ryan Hitch was not seeking fame and fortune. After completing a commerce degree at the University of Adelaide, Ryan decided to take a year off, go travelling and check out the good old US of A. He signed up through non-profit work and travel company International Exchange Programs (IEP) and arrived in LA with a 12 month work and travel visa.

While checking out the sights and sounds of LA, Ryan and his friends found themselves at a show by Australian comedian Adam Hills who, after pulling Ryan up on stage, took it upon himself to find Ryan a job. Inspired by the LA lifestyle, Ryan was eager to gain employment in the entertainment industry, particularly in Public Relations and marketing.

With the support of Adam's fans, posters of Ryan were distributed near and far, even finding their way to Las Vegas. Word spread, but the posters alone didn't cut it; they needed to bring Ryan's personality and publicity skills to life and what better way to do this than with a video interview complete with rap segment and celebrity cameos (Aussie-style, of course!).

So, with the help of Adam Hills and a few random Aussies who were floating around in the audience (namely Rove McManus, Wes Carr and later Melissa Doyle) Ryan Hitch's Public Relations campaign, 'Get Hitched', was underway!

Within the week, Ryan had been offered some unpaid PR work and shortly after had two further job offers. Ryan is now working during the day for a large Beverly Hills PR firm, mixing it with some big name Hollywood celebrities and the experience of being Adam Hills' pet project has been a memorable one.

"Heading to the Adam Hills show for a few beers and some laughs that night, I never thought that something like this would happen, but it has been fantastic experience and I have met some great people and made some great contacts along the way."

Working in one of the most highly sought after fields has also given Ryan a uniquely LA experience. Of his first PR job, working for an LA-based Production Company; Ryan said *"It was amazing to be part of the production team during their last few days of filming. I was only with them a short time and the crew really welcomed me as one of their own. I learnt so much about film production during that time and that knowledge will be invaluable as my career develops. I even managed to score a role as an extra in the film!"*

Now that he's settled into full time work, Ryan is looking forward to the Christmas holidays so he can spend some time travelling around the US with friends. To other young Aussies considering heading to the US, Ryan has the following advice:

"Securing a job isn't easy, but be willing to give anything a go. You never know where it will lead and who you will meet along the way. Keep your mind open to new possibilities and opportunities and you will have the time of your life working and travelling in the US. Never in my wildest dreams did I think that things would have turned out the way they have for me. Getting a J1 visa through IEP has been one of the best moves I have ever made and having the chance to live and work in the US has been the experience of a lifetime."

IEP's *Work USA 12 Months* is open to current full time university or TAFE students and recent graduates who have completed their full time course within the past twelve months. The program is currently under review by the US consulate and may not continue beyond April 2011. Interested students and recent graduates are encouraged to get in contact with IEP to discuss their eligibility.

For those heading back to university in 2011, IEP's *Work USA Old School* is a shorter program, allowing participants to spend their Christmas break over in the States before heading back in time for the next university semester.

For more information on on Work USA or Work USA Old School, visit www.iep.org.au or call 1300 300 912.

****Ends****

For more information on Ryan Hitch – Public Relations and Adam Hills, visit <http://www.adamhills.com.au/blog/>, <http://www.youtube.com/watch?v=Hs17ha453o4>

For interviews or photos, please contact Simon Lock on the details below.

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