

Beat: Lifestyle

## Seplveda Raising Eyebrows Down Under

### NYC Policewoman Wins Global Award 2016

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**USPA NEWS** - Fighting to protect the citizens of New York whilst travelling the world as a 'Top Model' is tough work, Samantha Sepulveda an inspirational woman is doing just that. An educated NYC police officer, she has broken down fashion barriers as a petite Runway Model, Brand Ambassador and Humanitarian.

Sepulveda is an 'Internationally published model' with names behind her that read like the who's who of the fashion Industry. The 32 year old is a world traveler and uniformed patrol officer for the New York City police department recently appearing on ABC7NY for her efforts in "Operation Chill". I asked Sepulveda to tell me a little about 'Operation Chill'. "It's the kind of ticket you would be happy to get", said Sepulveda. "Instead of handing out fines, police in one Long Island town are surprising kids with coupons for a sweet treat from Newports 7/11 stores for doing things like picking up rubbish, being courteous". According to ABC 7, 7-Eleven as provided more than 14 million Slurpee coupons to departments across the nation since conception in 1995 in Philadelphia with the goal of fostering positive interaction between law enforcement and teens. In 2016, up to 1.28 million coupons will be issued nationally to more than 940 agencies.

Sepulveda has become an overnight success on social media empowering others with now well over 100,000 Followers, her link is below this article. Sepulveda successfully travels the world with her modelling career proving that you don't have to be 5'7" minimum height to be considered a fashion model. This week s shooting with Australian emerging fashion designer Azulkant Akora who was very humbled to provide fashion couture to Sepulveda with designer Champagne Couture dressing her for her runway show at last week at the 2016 Soulful Awards .

Sepulveda had her humble beginnings working extremely hard during school managing to secure a scholarship at a top university, Something a Hispanic girl from a working class background could only ever dream of. she has now become a very successful herself in a male dominating profession whilst being a successful "Brand" in an industry where women are continuously exploited and compared with. " Winning 'The Most Inspiring Woman Soulful Award' which honors a woman who is fulfilling her life's purpose, makes a positive impact on the world and stands for something she believes in whilst empowering herself and others along the way was the highlight of my visit to Australia", said Sepulveda with an aura of luminous radiation and pride.

Where too from here? I asked ,as you have over one hundred thousand followers on Instagram (@sammysep)? " I'm currently in the midst of publishing my first book "American Beauty 2017" through Kelly Sayers my lovely friend and owner of Better Life Bookstores Australia. I will also co-author a chapter in 'The Coaches Platform- April 2017' alongside some of the most inspiration women in the world about Womens Secrets to 'Fulfilling Your Souls Purpose'. Smiled Sepulveda.

I was honored and humbled to be asked by Ms Sepulveda to work with her and emerging fashion designer Azulant Akora with Australian Model Lauren Ashley on a very exclusive fashion shoot. I found her amazing to work with , very inspiring and extremely passionate about her 'Influence' over social media to many women of all ages. Snapping selfies , smiling and answering tweets and messages between changes, Sepulveda is a must have if you are searching for a 'Brand' Advocate or looking to sponsor an influencer with over 100,000 real followers. What does that mean to you as a business? An influencer according to Wiki is an "individual whose actions and opinions carry more weight with their colleagues, social network and the general public than is the case with most other individual's.

Karl Lagerfeld once said, "The secret to modeling is not being perfect. What one needs is a face that people can identify in a second. You have to be given what's needed by nature, and what's needed is to bring something new." Samantha Sepulveda certainly does this well....Namaste

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