

books including My Adventure on Sesame Street. Available now on Shutterfly, Make it About Me book lets consumers submit a child's photo that is then incorporated into the illustrations and storyline of one of its books. Shutterfly's licensed content and themed characters includes Thomas and Friends, Clifford the Big Red Dog and Angelina Ballerina.

Jennifer Lopez, Fergie, Fall Out Boy and Usher are scheduled to perform at the Fourth Annual **Fashion Rocks** concert celebrating the relationship between music and fashion. Hosted by actor Jeremy Piven, one of the stars of HBO's Entourage, the concert is September 6 at Radio City Music Hall, one of the events during **New York Fashion Week**. The two-hour television special is set to be broadcast on CBS September 7. Aerosmith, Carrie Underwood, Jennifer Hudson, Alicia Keys, Avril Lavigne, Ludacris, Martina McBride and Santana are also scheduled to appear.

New clothing line **The Urban Worm** recently debuted at ENK Children's Club. Allison and Brooks Bishop head the Palm Beach FL-based company featuring what they call Children's Clothing for a



Charmed Life. Initially the couple wanted to develop clothes for their first daughter that had a distinct, preppy look, were hand-made using the highest quality decorator fabrics and accented with the finest ribbons and trims. Now the complete line is sewn in the United States and utilizes ribbons of grosgrain and satin, as well as buttons made in Europe. Look for The Urban Worm in **Aristokids** and **Pearl**, both in Palm Beach, this fall. The Spring/Summer 2008 collection is debuting at ENK Children's Club Show this October. For more visit www.urbanworm.com or call 561.514.9111.

Season seven of **American Idol** starts next January on FOX, but this month,

Idol hopefuls are auditioning! On July 30, the first took place in San Diego followed by Dallas August 6; Omaha August 10; Atlanta August 14; Charleston August 18; Miami August 22 and Philadelphia August 27. Be sure to check www.AmericanIdol.com for all audition rules.

The **Nielsen Company** and **Sony Computer Entertainment America Inc. (SCEA)** have teamed up to develop a measurement system for game network advertising. The initial results are expected to be available later this year. SCEA is sharing with Nielsen game network traffic and other data from its PlayStation 3 systems and PlayStation Network, including PlayStation Home. Nielsen is creating new measurements for calculating the reach, frequency and effectiveness of game network advertising and is combining the SCEA census data with its own game usage data currently collected from more than 12,000 households in the United States.

Victoria Kids is now available in the **Ali's Market** showroom at 131 West 33rd Street in New York. The collections are made of 100 percent Pima Cotton with

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