

Hunt Begins For The Next Malayali Beauty Queen

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The pageant was officially declared open at a press meet in Kochi today, with the unveiling of the event logo and announcements of this year's sponsors and affiliates. This year FMCG major- ITC owned brand **Vivel** would be title sponsors of the pageant, and the event would be called **Vivel Miss Kerala 2008**. 'It's the greatest talent hunt in Kerala and over the past decade we have produced real winners in life. Every contestant who has gone through the Miss Kerala training and contest are winners in life today, and we are proud to present the 2008 edition in a new format', said Harish Babu, Managing Director of Impresario Event Management India Limited, the producers of the pageant.

Miss Kerala was established in 1999 as a platform for young kerala girls to excel and prove their mettle amidst a competitive atmosphere and to instill and encourage the inherent values that one imbibes being a Keralite. Over the years' nearly 200 girls from varied backgrounds and socio cultural milieus have been part of the pageant and have gone on to excel to greater heights not only in the glamour industry but their chosen field of academic pursuits.

This year the pageant rolls over to the other parts of India too, where Malayali's are based, and will see regional auditions at Mumbai, Bangalore, Chennai and Delhi. The entries will be open from June 10th to June 25th. Girls of Malayali origin (at least one parent) between the age group 16-24, with a minimum height of 5.2' are entitled to take part in the contest. Interested applicants are required to send their profile and latest Photographs to misskerala@misskerala.net (close & full size). 25 girls will be short listed from the entries at the preliminaries, to participate in the grand finale to be held in Kochi. The final 25 contestants will be groomed for 6 days by an expert panel of achievers and celebrities before the contestants take the final stage to vie for the coveted tiara of **Vivel Miss Kerala 2008**.

The One week Grooming before the final contest helps pageant aspirants with their pageant interview skills, on-stage questions, bio sheets, overall appearance and total imaging, photos and wardrobe to interview techniques, public speaking skills, self-confidence and on-stage presence. The grooming enhances the strengths and help overcome weak points.

'Students of Avionics, Law, Engineering, Fashion Design, Clinical Research, Medicine, Communicative English etc., have all been part of the contest, and today are successfully pursuing their career. And this year as a step in that direction we would be rewarding the winners with educational scholarships too, besides many other prizes and awards', said Ram Menon, the Pageant Director.

The Contestants would vie for Miss Beautiful Hair, Miss Beautiful Skin, Miss Beautiful Eyes, Miss Beautiful Smile, Miss Perfect Ten, Miss Photogenic, Miss Congeniality, Miss Talented, and other subtitles during the pageant. The finale would witness celebrities and achievers from various walks of life as judges. The three hour entertainment extravaganza will be interspersed with performances by leading singers and dance troupes.

Miss Kerala Contest is organized by Miss kerala Foundation, a charitable trust registered under Travancore Cochin Literally & Scientific and charitable Societies act 1955. The Event is produced and managed by Impresario Event Management India Ltd.

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