

PRESS RELEASE

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Miss Real Beauty Launches the UK's First Beauty Contest for Women of All Shapes and Sizes

They say that beauty is in the eye of the beholder and now the organisers of Britain's latest beauty pageant, Miss Real Beauty (www.missrealbeauty.com), are set to prove the point by launching the UK's first ever beauty contest that is open to women of all shapes and sizes.

Miss Real Beauty is the brainchild of entrepreneur Rupa Kanabar (www.rupakanabar.com), former Miss India Commonwealth with over eight years experience in the modelling and pageant industry, who now runs her own successful model management company: RK Artist Management (www.rkartistmanagement.com). "My vision for the Miss Real Beauty pageant is to celebrate the spirit of beauty for real women across the UK regardless of their shape or size. The winner will gain national recognition as a powerful, visible and credible spokeswoman for various issues and an ambassador for the Miss Real Beauty program." This is a first in the beauty pageant industry here and looks set to firmly establish Miss Real Beauty as one of the UK's most important beauty contests.

Prizes in the competition are unprecedented with the winner receiving £25,000 - by far the largest cash prize ever awarded in a UK beauty pageant. She will also win a 14 day International dream holiday, a 1 year contract with RK Artist Management, a funded study course at college, University or Post Graduate, as well as many other benefits and prizes such as free gym membership and her own website for a year. Second and third placed contestants will also receive a 1 year management contract with RK Artist Management and a 7 day European holiday.

The organisers of Miss Real Beauty have strived hard to break down the barriers normally associated with entering conventional beauty contests. The competition is open to all women aged between 18 and 35 and there are no restrictions on lifestyle or whether contestants are married, have children or are divorced. This marks an important and refreshing step forward in the beauty pageant industry and emphasises the contest's key purpose of celebrating the spirit of beauty in all women.

Applicants can register online to enter the competition. Contestants are encouraged to obtain public text votes to secure a place at the Grand Final regardless of how they perform at the Semi-Final Event Heats. There are 7 regions throughout the UK for entry of which all events will take place in London, and these consist of London, Birmingham, Newcastle, Manchester, Glasgow, Leeds and Liverpool.

In total, 27 Grand Finalists will take centre stage and compete for the prestigious title of Miss Real Beauty 2009/10 with associated prizes. The winner will be selected from a combination of the points awarded by the judging panel.

Applications for entry are now open online at (www.missrealbeauty.com).

The organisers of Miss Real Beauty are keen to forge links with sponsors and charities and have a number of opportunities available for both regional and national sponsors to become involved in what is set to become the UK's most prestigious beauty pageant title.

For further information on this exciting new beauty event visit www.missrealbeauty.com.

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