

## MISS WORLD FINAL

# LONDON

Miss World the greatest beauty pageant is scheduled to take place on November 6 in London. It will return to the same place where it started in 1951. The first Miss World pageant, introduced as part of the Festival of Britain celebrations, attracted a huge audience which guaranteed its success.

Thanks to its founder Eric Morley's PR expertise, the first Miss World pageant welcomed a global audience greater than international events like the World Cup and the Olympic Games. The BBC televised Miss World from 1959 to 1979 and Thames Television picked up the contract from 1980 to 1988. At its peak, the show claimed an audience of 27.5 million in Britain alone a figure comparable to that of a royal wedding. Fifty years on from the first pageant, Miss World still pulls in the crowds and can boast an annual audience of over a billion.



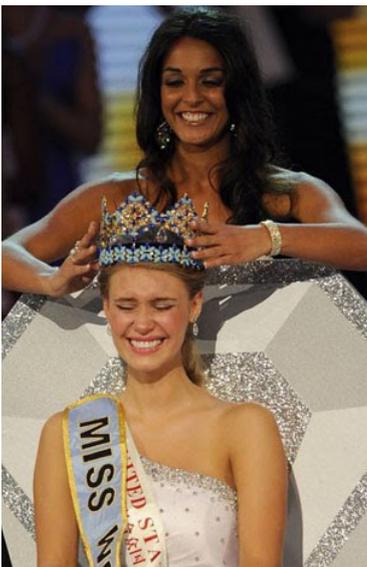
## The 1950's



The first Miss World, Sweden's Kiki Haakonson, was the first and last winner to be actually crowned in a two-piece swimsuit. The event was held at the Lyceum theatre with 26 contestants taking part. During the first decade of the pageant's success, the outfits of contestants continued to raise eyebrows and grab headlines. In 1959, Loretta Powell of the United States arrived at the House of Commons in London clad in a Stetson, ruffled shirt and cowboy trousers. She may have got away with wearing what at the time was considered a tad outrageous, but she didn't get away with her 'guns'. The two stern-faced coppers in charge demanded she hand over her 'firearms' - even copies are not allowed in the British Parliament.

The event got bigger and bigger and today 120 countries congregate at this spectacular show and Malta has its participant amongst these beautiful ladies. Modelle International are the exclusive licence holders for MALTA

## MISS WORLD 2010



Blue-eyed blonde American Alexandra Mills was appointed as Miss World United States 2010 to represent her country at the 2010 Miss World Pageant held in Southern China. She placed first runner-up during Miss World Beach Beauty fast track event held in October and also placed second runner up in Miss World Top Model, becoming the eventual winner of Miss World. Emma Wareus of Botswana came in second place and Adriana Vasini of Venezuela placed third.

Alexandra Mills is also a fashion model and is listed with Elite Model agency.

Her first official visit as Miss World was in Korea where she was accompanied by Mrs Julia Morley. Together they attended a variety club Japan's 5th Anniversary. Besides other places visited during these 11 months, were Singapore, Philippines, Malaysia Beijing where she attended Phoenix TV 15th

anniversary celebrations. She was invited to attend L'Oreal Fashion week in Melbourne, and other interesting countries.

Alexandria Mills did not miss out on the opportunity to help others when she, together with Miss World 1st runner-up Emma Wareus, visited two kids Richard Belmes, 7, and Kurt Durian, 6, who both have acute lymphoblastic leukemia. The two children received support from the Makati.

Mills will crown her successor at the end of the event of Miss World 2011.

