



## Introducing 2010 Miss Fashion Australia Awards

**Date/Venue: Friday 9 April @ Townsville Riverway Arts Centre**

**Awards Description:** The Miss Fashion Australia Awards is a national search to discover our most fashionable young Australians aged between 5 - 27 years. Ones that simply love to dress up and could be used with success to promote youth fashion in this country.

**How will finalist entrants be chosen:** There will be no limit to the number of national finalist chosen in the following 3 age divisions: \* Junior 5 -12 years \* Senior 13 -17 years \* Young Adult 18 -27 years. All finalists will be required to raise \$500 towards this national youth fashion project. They will then be invited to come to Townsville during National Youth Week celebrations to participate in this Miss Fashion Australia Awards presentation.

**How will they benefit from this experience:** Each finalist will participate in a very intense and informative 4 hours Life Skills Training Class presented by experienced tutor Cathy Corones with assistance of Townsville Toastmasters. Entrants will be taught how to improve their skin care, their eating habits simply by knowing how to read supermarket labels. They will also learn how to prepare for special job or media interviews, be shown how to improve their self confidence as well as how to dress correctly to impress others.

**How will finalists be judged:** They will be required to parade on a specially designed catwalk and/stage in front of a panel of highly credentialed fashion judges. They will be required to present themselves in the following two dress categories: \* Day Wear \* Tropical Resort Wear. Judges will select the 3 best dressed finalists in the above 3 age divisions and prizes will be awarded. The winner of each will then be chosen to contest the final which one to be crowned Miss Fashion Australia 2010

**What type of prizes will be offered:** Every finalist will receive an Island Spice Gift Bag. Currently we are seeking items to place inside them such as fashion gift vouchers, fashion items and accessories, cosmetic and beauty products, jewellery, magazines or anything that is appealing. For our major prizes we are seeking namely jewellery, travel/holiday prizes and opportunities for Miss Fashion Australia to appear in Fashion promotions in magazines, newspapers or television commercials



**How will sponsors benefit:** Besides supporting a very worthy national youth fashion project they will be offered the chance to promote their brand name via the use of some of our best judged fashionable young Australians. This will be done by way of the following promotion: In house signage, power point presentation, compeers, programs and promotional material delivered to schools, E-news mail-outs & via way of our very popular youth fashion web site which attracted 49,340 visits and 2.1 million hits in 2009. **\* To view some of our Awards finalists please logon: [www.fashionbash.com.au](http://www.fashionbash.com.au) – Miss Fashion Australia**

**A special message from our President:** It's not often our most fashionable youth are given the opportunity to compete and participate in such a prestige national awards event to be staged in North Queensland. It is important our schools, business and civic leaders, fashion stores, beauty and hair salons do show their support to ensure these inaugural awards are a success. Our association is looking forward to welcoming all Miss Fashion Australia finalists to Townsville during our National Youth Week celebrations and we are confident with your support they will all take away with them lots of new found self confidence and the knowledge of how to dress to impress others.

Thanking you Henry Petersen, President. **"Building Future Careers for the Youth of this Nation"**