



**\*\*MEDIA ALERT\*\***

**CEO CAREN LANCONA IS NOW IN THE BUSINESS OF SELLING MEN  
INCLUDING JEFF BOZZ & DEVIN HAMAN OWNERS AND STARS OF SUNSET TAN**

**(NEWPORT BEACH, CA)** January 11, 2008 – Hot off her debut in Lifetime's hit show *Top This Party*, CEO Caren Lancona is pairing fundraising and hunk shopping in a cool and ingenious way.

The Third Annual OC's Most Eligible Bachelor Auction offers Orange County women 25 of the region's hottest and most available bachelors, Thursday, January 24, 2008 at Newport Lexus.

The affair lasts from 7 to 9 p.m. and serves as a fundraiser for the 2008 Miss Newport Beach & Miss Newport Beach Teen pageants (Friday, February 22, 2008 – Balboa Bay Club & Resort).

In addition to the stunning array of bachelors already committed, dates will be sold with:

- Jeff Bozz and Devin Haman (Owners and Stars of E!'s Mega hit *Sunset Tan*)
- Duff Evans (*The Real Housewives of Orange County* Season 2)
- Jared R. West (*The Real Housewives of Orange County* Season 3)



**Jeff Bozz**

Real Housewives alumn Ashley Zarin will also be in attendance along with her famed energy drink, OC Energy.

Men aren't the only prizes available at the fundraiser. Guests can participate in a silent auction with prizes from Bluewater Grill, Charis Fine Portraiture, CosmetiCare Plastic Surgery Specialists, HB Skin Spa, Horn Blower Cruises & Events, Joy of Organizing, Pampered Self, Silpada Sterling Silver, Sunset Tan and Tommy Bahama Ultra Premium Rum to name a few.

Gift bags will be given to the winning bidders of a date with the bachelor of their choice along with makeup execution by Planet Beauty (the day of the date) and a discounted Tanning Cocktail by Sunset Tan, Newport Beach.

Attendees will indulge in the mouth-watering concoctions prepared with Tommy Bahama Ultra Premium Rum. For a sneak peek at drink recipes, visit [www.TommyBahamaRum.com](http://www.TommyBahamaRum.com) - think Cosmopolitans, Millionaire Mojitos, Paradise Punches and Golden Sunsets.

Delicious and authentic hickory-smoked barbecue will be provided by Austin Spencer's Real Barbecue, Newport Beach.

B Scene Advertising Agency, producers of the 2008 Miss Newport Beach and Miss Newport Beach Teen Pageants is thrilled to welcome new sponsors: **Bluewater Grill, Damsel Magazine, HB Skin Spa, Horn Blower Cruises & Events, Newport Beach Plaza, Pampered Self and Top Hat Productions.**



**Devin Haman**



Current Pageant Sponsors include: The Actors Room, Airforce Nutrisoda, Austin Spencer's Real Barbecue, Balboa Fitness, B Scene Advertising Agency, CosmetiCare Plastic Surgery Specialists, The Daily Pilot, Diane's Beachwear, Fast Frame, Fletcher Jones Motorcars, Gaylee Signature Spa, Glacéau Smartwater, Huntington Independent, Jamba Juice, Jimmie DeFore Dance Center, Just Friends, Laguna Coastline Pilot, LIVE OC Magazine, Magazine Pink, Mardo Jewelry, Newport Beach Conference & Visitors Bureau, Newport Lexus, OC Energy, OC Party Pics.com, OC Weekly, Paulo Santos Jeans, Planet Beauty, SHOCK Cosmetics, Silpada Sterling Silver, Skaffs.com, Stefan Kaelin, Sunset Tan, Toastmasters and Tommy Bahama Ultra Premium Rum.



**Ashley Zarin**  
**Spokesmodel**  
**OC Energy**

*For more information or to purchase tickets online, visit [www.NewportBeachPageant.com](http://www.NewportBeachPageant.com).*

*Contact Newport Lexus at (888) 323-9222 or visit [www.NewportLexus.com](http://www.NewportLexus.com).*

**For interview opportunities contact:**

Rochelle Veturis  
Director of Media Relations  
B Scene Advertising Agency

P. (714) 777-6772  
O. (949) 258-4397  
2901 W. Coast Hwy Suite 200  
Newport Beach, Ca 92663

[www.BsceneAdvertising.com](http://www.BsceneAdvertising.com)