



****MEDIA ALERT****

DIANE'S BEACHWEAR DONATES DESIGNER BIKINIS FOR ALL CONTESTANTS IN MISS NEWPORT BEACH TUESDAY, FEBRUARY 5TH

FEATURED DESIGNERS INCLUDE: BODY GLOVE, ASHLEY PAIGE FOR GIRLS GONE WILD, RAISINS, RADIO FIJI, RAMPAGE, TRINA TURK, VITAMIN A, BETSEY JOHNSON & LISA LOZANO

(NEWPORT BEACH, CA) January 31, 2008 – Swimsuit season comes early for participants in the 2008 Miss Newport Beach and Miss Newport Beach Teen pageants (Friday, February 22, 2008 at The Balboa Bay Club and Resort, Newport Beach).

Diane's Beachwear, in conjunction with *Bikini*, is graciously furnishing designer bikinis for each of the contestants to wear during the Swimsuit portion of the pageant.

The Fitting for these chic suits will take place Tuesday, February 5, 2008 from 7 – 8:30 p.m. at *Diane's* and *Bikini's* Newport Beach location (920 Avocado Ave. A-1, Newport Beach, CA 92660).

Contestants will select suits from Body Glove, Ashley Paige for Girls Gone Wild, Raisins, Radio Fiji, Rampage, Trina Turk, Vitamin A, Betsey Johnson and Lisa Lozano.

Celebrities who sport *Diane's Beachwear* and *Bikini* products include: Victoria Beckham, Tara Reid, Paris Hilton, Lauren Conrad and Beyonce Knowles, to name a few.

Originally founded in 1962, *Diane's Beachwear* made custom bikinis that were cutting edge and stylish. Each customer was fitted in store, and then their bikini was hand-sewn in a site just above them. Little girls could even have suits custom made to match their moms.

"Our commitment began with and continues to focus on the well-being of women," comments *Diane's Beachwear* owner, Diane Biggs. "In a nurturing environment, we encourage women to be active, healthy and to feel good about their bodies."

Diane's Beachwear revolutionized the industry by being the first to offer the ability to mix sizes in all swimwear tops and bottoms. They have maintained a leading position in the region by offering the largest selections of mix-and-match separates.

"By offering a complete beachwear wardrobe year round, our customers know they never have to look elsewhere," finished Biggs. "We provide them with one stop shopping for all of their beachwear needs."



**Beauty Monokini suit by
Betsey Johnson**



Contact *Diane's Beachwear* Newport Beach at (949) 759-6880, *Bikini* Newport Beach at (949) 640-7855 or visit www.DianesBeachwear.com.

They have locations in Huntington Beach, Laguna Beach, Long Beach, Manhattan Beach, Newport Beach, Palm Desert, Palm Springs, Riverside, Santa Monica, Thousand Oaks, Temecula and Valencia.

For more information, visit www.NewportBeachPageant.com.

For interview opportunities contact:

Rochelle Veturis
Director of Media Relations
B Scene Advertising Agency

O. (949) 258-4397

C. (949) 300-8537

2901 W. Coast Hwy Suite 200
Newport Beach, Ca 92663

www.BsceneAdvertising.com