



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

**DEADLINE EXTENSION FOR MISS NEWPORT BEACH PAGEANT  
MEANS MORE TIME FOR CHARMING NEW CONTESTANTS**

**APPLICANTS NOW HAVE UNTIL FEBRUARY 1, 2008 TO REGISTER**

**(NEWPORT BEACH, CA)** October 26, 2007 – In an effort to continue the wonderful community pride we shared in celebrating the Newport Beach Centennial last year, we are creating a new tradition with the Miss Newport Beach and Miss Newport Beach Teen Pageants.

The decision to postpone the event until February 23, 2008 has allowed ample time for additional entries and sponsorship opportunities. Interested parties are encouraged to register through the pageant website at [www.NewportBeachPageant.com](http://www.NewportBeachPageant.com).

The recently revamped website portal offers effortless access to eligibility rules, contestant applications, frequently asked questions, event calendars, sponsorship updates and prizes. With so many exciting developments unfolding, this site is an effective way to stay informed on recent bulletins and pageant news.

“Beyond our desire to give our community an institution all its own, we also strive to increase attention and consumer traffic to our local businesses,” comments Caren Lancona, Event Chair and CEO of B Scene Advertising Agency.

“We are thrilled to have such a distinguished caliber of organizations committed to the growth of this event,” adds Rochelle Veturis, Director of Media Relations.

Sponsors currently on board include: **B Scene Advertising Agency, CosmetiCare, The Daily Pilot, Fast Frame, Fletcher Jones Motorcars, Gaylee Signature Spa, Jamba Juice, Just Friends, Mardo Jewelry, Paulo Santos Jeans, Shock Cosmetics, Smartwater, Stefan Kaelin and Sunset Tan.**

Upon completion of the enrollment process, contestants receive a free membership to Sunset Tan as an added bonus – Thanks to Celebrity Judges/Owners Devin Haman and Jeff Bozz.

We look forward to this life-changing affair and the collaboration it will generate between the citizens of Newport Beach.

*For more on the Miss Newport Beach Pageant, visit [www.NewportBeachPageant.com](http://www.NewportBeachPageant.com) or [www.MySpace.com/NewportBeachPageant](http://www.MySpace.com/NewportBeachPageant).*

**For interview opportunities contact:**

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