



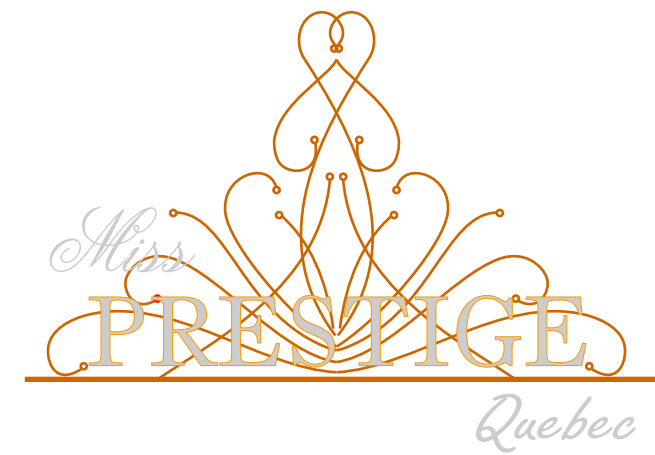
MISS PRESTIGE

MEDIA KIT



Miss
PRESTIGE
Quebec

Miss
PRESTIGE
Quebec



MISS PRESTIGE

MEDIA KIT

”” ABOUT MISS PRESTIGE QUEBEC

The Miss Prestige Organization® was launched in 2006 by company Chairman and President, Mr. Ali R.H. Qadri. Ali has worked in the beauty and fashion industry for over five years, and is successfully running multiple businesses all across North America and Asia. The Miss Prestige Organization® is proud to launch MISS PRESTIGE QUEBEC®, a unique beauty pageant, taking place in one of Canada's most culturally diverse provinces.

Miss Prestige Quebec® provides a unique opportunity for aspiring models to showcase their beauty, talents and intelligence to a large audience of industry professionals, national media and their community. The pageant provides a platform for young women to feel empowered to share their opinions, accomplishments and aspirations with their community. Contestants will have the chance to become their province's most prestigious and desirable personality as Quebec residents vote for their very own "Miss Prestige Quebec®."

Miss Prestige Quebec® launches in October 2009 with online applications and voting kicking off the competition. Following the online voting, three rounds of competition will take place. These events will be celebrated with gala and VIP receptions as well as the exciting MP winner celebration. Following the final competition, Miss Prestige Quebec® will be awarded with exciting prizes, media exposure and countless opportunities to share her voice with media and the community at large.

In each round the contestants will be judged on their merits in various categories; personality, IQ, public appearance, talent, community involvement as well as their ability to handle pressured situations. The Miss Prestige Organization® is dedicated to supporting the fight against breast cancer by aligning with The Royal Victoria Hospital in Montreal, providing support, volunteer involvement, and exposure through each of its event initiatives. Likewise each competitor in the Miss Prestige® competition will be required to support their community and volunteer for a charity of their choosing. The contestants will report on their experiences during the competition. Furthermore, finalists will showcase their talents by participating in fashion shows and other exciting performances. Preceding each event additional artistic, musical and dance performances will take place.

While Miss Prestige Quebec® is a stand-alone concept, the event will then travel from East to West, beginning in Quebec before traveling to Ontario, Alberta and finally, British Columbia.

“”



EVENT PROGRAM GUIDE 2009



Three rounds of competition will take place in Quebec. Each event will be filled with contestant challenges, interviews and exciting performances. Furthermore, the audience will be treated to additional showcases featuring fashion, art, dance and musical performances.

Media and VIPs will be treated to a special reception prior to the event. A celebratory crowning ceremony will be open to the public to close the Miss Prestige competition.



□ FASHION SHOWS



□ DANCE PERFORMANCES



□ MUSICAL PERFORMANCES



□ ART

MISS PRESTIGE FACT SHEET

MISS PRESTIGE QUEBEC 2009
 Organizer: Miss Prestige Organization®
 Chairman / President: Mr. Ali Qadri
 Telephone: 514 699-9727
 Fax: 1 866 2537-433
 Email: chairman@missprestige.com
 Website: www.missprestige.com

Pageant timeline:

Quebec pageant takes place November 1st – 24th, 2009 with competitions taking place in the following places:

- Competition 1: [Sofitel Hotel, Montreal]
- Competition 2: [Marriot Hotel, Montreal]
- Competition 3: [Sheraton Hotel, Montreal]

Event Attendee Profile

AGE:
 18-25 – 45%
 26-35 – 35%
 36-45 – 15%
 46+ - 5%

FEMALE:
 65%

MALE:
 35%

MARITAL STATUS:
 Single – 75%

EDUCATION:
 College/University Graduates – 65%

INCOME:
 High disposable income

6

PSYCHOGRAPHIC PROFILE:

Socializing, shopping, sporting and outdoor activities, health and fitness clubs, restaurants, bars, nightclubs, technological devices, alcohol, fashion, home decor, cultural/art activities and events, traveling, pop and classic culture, and the latest trends.

Expected Attendance

300 - 500 attendees per event
 Five events in total

Audience Reach at the events

Number of people impacted by the events: 1,500 +

Media Promotion

Extensive use of both conventional and non traditional outdoor and indoor advertising mediums, Radio, Newspaper, Magazine, Online, and non-traditional forms of advertising.

Expected Impressions – 2009

Number of consumer impressions: 25,000,000 +



7



WWW.MISSPRESTIGE.COM

Miss Prestige Q & A

Who can apply to be Miss Prestige® and how do contestants get involved?
Contestants must be females and between the ages of 18-35. She must be a resident of Quebec. All ethnicities are invited to compete. Contestants may register by filling out an application form and uploading her photo via the Miss Prestige website, <http://www.missprestige.com>. After the application period has closed the Quebec residents will vote for their favorites. Contestants with the most votes will go on to compete in the live competition rounds.

How do the viewers vote for their favorite contestant?
Viewers are invited to get involved and go online to www.missprestige.com to vote for their favorite contestant. During the three competition rounds viewers will have the opportunity in person to see their picks vie for the title of Miss Prestige Quebec®. Each viewer is allowed to vote online once per competition in order to select the top 10 percent of the contestants who will go through to the three competition rounds as finalists. Then every viewer will be allowed to vote again during the competition rounds to help pick Miss Prestige Quebec®.

How is Miss Prestige® chosen?
The top 10 percent of the contestants chosen via public vote online will then compete in three events, including a finale to represent Quebec as Miss Prestige®.

What is so great about being Miss Prestige Quebec®?
Miss Prestige Quebec® provides each participant the opportunity to showcase her talents, gain significant exposure and further her career success without any significant financial investment on her part. The winner of the Miss Prestige Quebec® title will receive extensive exposure through media coverage, large-scale advertising initiatives, charity involvement, on-stage performances and through MP organization's industry and sponsorship affiliations. The chosen Miss Prestige Quebec® will go through rigorous rounds of eliminations to ensure that the most desirable and prestigious candidate within Quebec is awarded this highly sought after title. The winner will also receive cash prizes, products, gifts and services worth up to \$20,000.

Who attends the Miss Prestige® events?
General public with tickets, contestant's friends, family and co-workers, media, industry professionals, sponsors and industry VIPs. . 300-500 people will attend each event.

Which city do the pageants take place in?
The hosting city for the Miss Prestige® competition is Montreal

10

What is the judging procedure for the pageant?

As Miss Prestige Quebec® will be representing her community, the residents of the province will vote for who they believe to be the most prestigious competitor and the person who best represents the title and her province. In the final three competitions there will also be guest judges will also have an opportunity to cast a vote for their favorite finalist.

What does Miss Prestige Quebec® receive upon being selected?
Miss Prestige® will receive prizes from participating sponsors, partners and contributors worth up to \$20,000. The top five finalists will also receive prizes worth up to \$10,000. Prizes will include but are not limited to the following categories: cash, beauty, fashion, electronics, health and spa, and travel.

Miss Prestige Quebec® will go on to represent her province by traveling to each major city where the event takes place – Montreal and Quebec City. Within each city, MPC will take part in guest appearances with regional and national media, industry and MPC partner events



11



CONTACT US

Ali Qadri – Chairman
Phone: 514 699-9727
Email: chairman@missprestige.com

Arry Nomani – Managing Director
Phone: 514 699-9727
Email: arry@missprestige.com

Laila Hashuri - VP Sales
Phone: 514 699-9727
Email: laila@missprestige.com

www.missprestige.com

© Copyright of Miss Prestige Organization 2009
Design by Sergiy Burtovyy

