



## **ATTENTION: ASSIGNMENT AND NEWS EDITORS**

**For Immediate Release**

**Vaughan, ON (July 17, 2018)**

### **THE 2018 MISS UNIVERSE CANADA PAGEANT IS UNDERWAY, AS 55 DELEGATES FROM ACROSS THE COUNTRY ARRIVE IN VAUGHAN, ONTARIO**

**It's the countdown to the crown!** The 68<sup>th</sup> annual Miss Universe Canada kicks off on Saturday, August 11<sup>th</sup> with a grand Opening Gala at Ivy Social Club at 7:30 pm in Vaughan, Ontario. This is the perfect opportunity for guests to meet Miss Universe Canada 2017, Lauren Howe, along with the newly selected 55 contestants representing Canada's diverse cultures.

"I am incredibly honoured to serve as this year's keynote speaker for the Miss Universe Canada Opening Gala" states Deryn Rizzi, newly appointed Chief of Vaughan Fire and Rescue Service. "I'm looking forward to celebrating and sharing the evening with this year's awe-inspiring finalists who have become incredible role models for their community and inspire other women to recognize their greatness and do wonderful things; that we can be of service and leave the world in a better place." Chief Rizzi is the first woman to serve as Chief of VFRS.

For the first time in the history of Miss Universe Canada, events will be held in the City of Vaughan. Contestants will be visiting Vaughan City Hall, the Vaughan Metropolitan Centre, Vaughan's new downtown core and Riviera Events & Convention Centre. "Vaughan continues to elevate its reputation as a leading destination to host national and international conferences, competitions and events. These opportunities are an important part of our thriving tourism, recreation, art and industry sectors. We welcome the remarkable women who will be participating in the 2018 Miss Universe Canada competition and their message of empowerment, leadership and service towards others." -Vaughan Mayor Maurizio Bevilacqua

Lauren Howe, Miss Universe Canada 2017, holds a degree in Industrial Engineering from the University of Toronto, and promotes the image of inner beauty, strength and vision. "Miss Universe is focused on so much more than pageantry. It's about intellectualism, well-roundedness, and health and fitness," states Miss Howe. She motivates women to realize their inner potential in following their career paths and forward thinking, cultivating a world of inclusion and a celebration of diversity. "I really want to help empower girls to know how to break that stereotype (perceived on looks alone), by not judging people by what they look like, and not allowing yourself to be judged (negatively)."

The Miss Universe Canada 2018 pageant takes place on Saturday, August 18<sup>th</sup> at the John Bassett Theatre, Metro Toronto Convention Centre, with a star-studded guest list. Celebrations will continue through the night as contestants will be celebrating the newly crowned winner at the Coronation After-Party at Ivy Social Club.

Blu Stella Entertainment Group Inc. is excited to be a part of this wonderful event as the exclusive Producer for the Miss Universe Canada Opening Gala, Coronation After-Party Ceremonies & various pageantry activities; Fabio Gesufatto, President & CEO states: "I am extremely proud to be associated with an organization of this caliber. They are committed to maintaining long-term sustainability and support for various charitable aspirations as well as with the individual participants to volunteer their lives in achieving something truly life-changing for themselves and for communities around the world."

Blu Stella Entertainment is pleased to announce that a percentage of the net proceeds of both events will be donated to Hats On For Awareness; [hatsonforawareness.com](http://hatsonforawareness.com)

For several years, Miss Universe Canada have supported Operation Smile, which provides life-saving reconstructive surgeries on children around the world, with cleft palate deformities; [Operation Smile](http://OperationSmile.org)

The Miss Universe standards of beauty have become more flexible in the past few years, with a stronger emphasis on placing the onus on intellectualism, but the original responsibilities remain a commitment to national and international goodwill, and on the advocacy for humanitarian issues aimed to heighten young women into positive and productive roles. The Miss Universe pageantry, attracting contestants from 80 to 100 countries, provides a platform to encourage young women to pursue volunteerism, fundraising and to be a voice, on a national and international scale, to address and tackle important and topical concerns such as violence on women and children, health and wellness, pollution and climate change, civil rights and racism while enhancing their personal career accomplishments.


For more information about "MUC 2018 Welcoming Gala & Coronation After Party", please visit: [blustellagroup.com](http://blustellagroup.com), [Eventbrite](https://www.eventbrite.com) or [Miss Universe Canada](http://MissUniverseCanada.com)


The media is invited to a special photo opportunity. ***Media must confirm attendance in advance. Please RSVP by August 9<sup>th</sup>***


***For media inquiries, please contact:***

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