

ENTERTAINMENT NEWS & VIEWS

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Mrs. Florida 1996

"The Biggest And Best Ever"

Film Crews Ready To Record For Future Telecast

by Ron Lawrence
Special to EN&V



Jacqueline Mallery-Solomon
Executive Producer/ Mrs. Florida 1993-94

King, participation of well-known judges, including fashion designer Chris Kole, a professional revue by Club Scala and a string of prizes unprecedented for a state pageant.

More than \$30,000 in prizes goes to the winners of this year's Mrs. Florida-America Pageant and the beautiful lady who captures the crown will represent

Florida in the internationally-televized Mrs. America Pageant in Las Vegas on September 21st. The national contest title brings another \$75,000 in prizes. Last year's Mrs. Florida-America - Maria Gamble of Orlando - was first runner up in the Mrs. World competition, the final step in the international beauty pageant.

Legendary pageant host - Mister Lynn - who is honored in the Pageantry Hall of Fame and is celebrating his 50th year in pageantry, will be the competition Master Host. Mrs. Florida 1993 and Executive Producer Jacqueline Solomon will co-host the two night event.

Dianna Prickett, who choreographed the

International Miss and Little Miss National Pageants for coast-to-coast broadcasts, will direct this year's pageant.

Mister Lynn and Mr. and Mrs. Solomon will announce a new international competition for 1997 - Beautiful People Productions, naming the "most beautiful people in the world." This new competition - a year on the drawing boards - is expected to be in the Greater Miami area or Cancun, Mexico.

During "Pageant Week" Mrs. Florida contestants will be touring sponsorship locations in the Greater Miami area with television crews. It's all part of the television production of the Pageant by Prime Time Video Productions of Fort Lauderdale, which will be seen nationally later in the year.

This year's pageant will also be viewed by a number of major talent scouts and modeling agencies. Sponsorships are available for the 1996 telecast on cable stations through the Levitt PR Group, Coral Gables.

Make-up artist Hugo Memendez, pageant coach Patti Jo Bender (Miss Utah-USA) and pageant photographer Louis Novick have been added to the pageant staff to further its professional look for both the live and television audience.

A variety of sponsors and prizes include gifts and participation by Mayor's Jewelers, The Spa at Doral, Norwegian Cruise Lines, Oasis Resorts-Cancun, Mexico, Indian Creek Hotel, Gil's Flowers, the Boca Raton Resort & Club, Perfumania, Professional Fitness Trainers, The Forge Restaurant, Saks Fifth Avenue, Lanson's Mens Wear, Medina Furniture, the Parrot Jungle, South Pointe Seafood House, i Papparazzi restaurant, Walk Disney Sheraton Dolphin Hotel and a \$3,500 Chris Kole designer evening gown. Kole said that "Mrs. Florida-America is the only state pageant to which I will donate a gown, because I consider it to be the premier married ladies state pageant, not only in Florida, but also in the United States.

Charles Dunn, editor of *Pageantry Magazine*, said, "The Mrs. Florida America Pageant has the best package of gifts and awards I have ever seen in a state pageant

and even in many national competitions."

Mrs. Florida-America contestants must be at least 18 years of age, married, a resident of Florida and a citizen of the United States. Each contestant is judged in a personal interview and in swimsuit and evening gown competition.

Doors open at 6:00 p.m. for the preliminary competition on Saturday. VIP reserved table seats are \$30; general admission seats are \$15. For Sunday evening's Final Competition, doors open at 5:00 p.m. Gold Circle VIP reserved table seats are \$75, VIP reserved table seats are \$40, general admission seats are \$20. Children under 12 are \$10 and children under 3 are free both nights.

The Four Ambassadors is located at 801 South Bayshore Drive in Miami. Refreshments and cocktails will be available.

Reservations for VIP and reserved seating can be made by calling the Mrs. Florida Pageant at (305) 383-3764. Contestant entry information for the 1997 Pageant is also available.

1996 Pageant Will Be Televised: Sponsorships Now Available

David Berman, head of Prime Time Video of Fort Lauderdale, in conjunction with the Levitt PR Group and Howlynn Associates Advertising - both headquartered in Coral Gables - is preparing an hour long show out of the two nights of competition to select the new Mrs. Florida, for network or cable television.

Negotiations are now underway for the airing later in the year. Sponsorships will be available through the Levitt PR Group, 141 Sevilla Avenue, Coral Gables, Florida 33134 or call (305) 443-3223 or Howlynn Advertising at (305) 443-9292.



Maria Gamble (Mrs. Florida, 1995-96),
Mister Lynn (Master Host),
Jacqueline Mallery-Solomon
Executive Producer/ Mrs. Florida 1993-94

Promoters say it will be the biggest, best and most painstakingly-planned state beauty pageant ever to hit any state in the nation! And, it's happening Saturday and Sunday, June 29th and 30th, when contestants, nationally known judges, film crews and celebrity talent scouts converge for the Mrs. Florida-America Pageant at The Four Ambassadors Hotel in Miami.

Executive Producers Jacqueline and Ronald Solomon, say they have put together the best Mrs. Florida-America Pageant ever, with a string of "firsts," such as a state-of-the-art TV production, entertainment by Broadway vocalist Karen