

Press Release: Mr and Miss East Africa UK 2008 Beauty Pageant Brings African to London

Contributed by Editor
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After two successful years running the prestigious Miss East Africa UK, Pauline Long has just launched Mr East Africa UK. The Kenyan born mother of two introduced the male contest to work with and alongside Miss East Africa UK. Mr and Miss East Africa UK beauty pageants main objectives are to fundraise, campaign and raise awareness for the plight of underprivileged children in Kenya, Uganda, Tanzania, Rwanda, Burundi, Ethiopia, Somalia, Sudan and Eritrea.

When asked why there was a need to introduce Mr East Africa UK, Pauline said, "I am giving equal opportunities to young East Africans, both male and female to spread the awareness of poverty that strikes East African children. Besides, having more voices to represent East African children is better than having one voice. It's all about rallying up as many people as possible to get involved in the campaigns."

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The grand double crowning event with Sir Alan Sugar's Apprentice popular TV show Winner Tim Campbell as the guest of honour will take place in London's Bloomsbury Theatre on 26th July and the winners of both Miss East Africa UK 2008 and the first ever Mr East Africa UK being crowned by Miss England. The competition which is fundraising for underprivileged children and children who lost their parents or

guardians in the post-election violence is already creating a huge of buzz. The show will be hosted by Comedian/TV presenter Kojo and Super model Anya James. Among the celebrity judging panel will be Kenya's most popular community leader in the Diaspora and director of Sacoma(Sahara Community Abroad) Sam Ochieng, entertainment editor of The Voice Newspaper Janelle Oswald, Nigerian top designer Adebayo Jones, Youth Member of Parliament Acie Marshal, popular BEN TV Presenter Trish Adudu, BBC Radio presenter DJ Edu and more. "Many young East Africans living in the UK want to be part of a good cause helping those who were affected in Kenya". Pauline revealed, "I think people are excited of the prospect of the double crowning and this year contestants are rushing in to register to take part in the competition in large numbers and so far they all share a common reason which is to help the children displaced in Kenya. They have also been following what the current title holder Maureen Nyakaira has achieved so far." She added, "Maureen has become a great role model and the next title holder who takes over from her will be expected to emulate her or exceed her achievements."

This prestigious event will be judged on three categories, the introduction wear specially designed by Pauline Long, the outrageous traditional wear designed by each contestant and the evening wear specially designed by CORSET ART DESIGNS. Entertainment is expected to be spectacular with African cultural dancers, various African musicians including Tanzanian Superstar Ali Kiba.

When Pauline Long founded Miss East Africa UK her vision was not limited to run the pageant in the UK, it's no wonder she is now working with contestants on what is set to be the biggest campaign that will help lift African children out of poverty; THE SHOUT CAMPAIGN. "My end goal with these pageants is to lift every single African child in need out of poverty, take them out of the streets and engage in campaigns that will help change people's attitudes towards our children. It will be a matter of persuading the governments to turn their countries into children's welfare states," Pauline revealed.

The pageant organizers are appealing to everyone not just East Africans or Africans to come and celebrate beauty and join hands in standing up for African children.

Winners of Mr and Miss East Africa UK will win modeling contracts with Mahogany Models but most importantly be voices for African children

For more information on how you can get involved in the good causes please visit: www.misseastafrica.co.uk

