



MISS SOUTH AFRICA MARILYN RAMOS UNVEILS HER PAGEANT COSTUMES AS SHE LEAVES TO COMPETE IN MISS WORLD

MISS
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AFRICA



Reigning Miss South Africa Marilyn Ramos revealed two of her pageant costumes today as she prepares to compete in the Miss World competition on September 28. She will also be taking a rhino collectible as part of her Miss World gift while raising awareness of the plight of this endangered species.

Meanwhile young South African women have four more days to enter the new, revamped Miss South Africa contest which will be staged by licence holders Sun International in March next year.

Ramos, the 22-year-old Klerksdorp-born beauty, will be representing South Africa against 132 other countries in the competition to be held in Jakarta, Indonesia, on September 28 and which is watched worldwide by more than one-billion people.

At the pageant, she will wear an evening dress designed for her by Michael Bezuidenhout while Biji Couture is making the official Miss World Designer Competition Gown. At the Johannesburg reveal, Ramos showed Bezuidenhout's evening gown as well as a Dances of the World costume.

Says Bezuidenhout: *"Since the first gown I custom made for Marilyn, I knew there was something special about her. She is passionate about what she does and gives it her all. She is going to do South Africa proud at the Miss World contest and I am delighted to be able to play a small part in this incredible journey. My inspiration for this year's official Miss World evening gown was drawn from the Miss World crown. And so the colours I used are aquamarine and sky-blue. I used soft fabrics, bedazzled with Swarovski crystals, to create an impression of a fantasy princess."*

Biji is responsible for the Miss World Designer Competition Gown: *"The dress showcases something that is truly unique and is our take on an African sunset with its array of spectacular colour. It is made of silk chiffon and shows the sunset in different variations of colour starting with gold and yellow at the asymmetrical neckline changing into orange and red and ending at the bottom with indigo."*

Ramos's official gift, which she is taking to Miss World from South Africa, is a magnificent hand-made rhino – part of her committed and on-going campaign to raise awareness for this endangered species.

She is currently an Elandela Rhino Survivor Trust ambassador who actively promotes the plight of rhinos and the campaign to save them from extinction. She has identified two important platforms from which to speak for rhinos. During Miss World she intends on educating other entrants and as many Indonesians as possible that the East has to change its way of looking at rhino horn as a traditional medicine. She is also planning to ascend Mount Kilimanjaro and intends harnessing the goodwill of sponsors of her climb to help injured rhinos.

Marilyn Ramos is looking forward to the pageant: *"I have learned valuable lessons thanks to the wonderful opportunities being Miss South Africa 2012/13 has afforded me. I have been shown such kindness and generosity of spirit by the many South Africans I have met during my reign. I will do my best and showcase our beautiful country and the values of the Rainbow Nation."*

The new, revamped Miss South Africa Pageant will be staged by licence holders Sun International in March next year. Sue Klerck of Sun International said: *"We will undertake new projects and rebrand*



Sun International

Miss South Africa in a way that makes it relatable to the public again, engage the public to grow a new sentiment around the brand and take Miss South Africa back to the people. We wish Marilyn Ramos well as she leaves to represent South Africa on an international platform."

The Miss South Africa Pageant has undergone a radical new-look for 2014 and hundreds of entries of have already been received by the organisers. The closing date for entries is August 31.

The Miss South Africa Pageant has become a part and parcel of South African life and now, after many decades, the whole concept has undergone dramatic and exciting makeovers.

Part of the extensive revamp is that the new Miss South Africa will be crowned in March 2014, instead of December, which means that unlike previous years, she will get to reign in the year of her appointment.

Also, popular former Miss South Africa Melinda Bam has been appointed to a new post as National Executive of Miss South Africa Pty Ltd joining the Miss South Africa team.

These changes are all part of a concerted drive by Sun International to grow the Miss South Africa brand and make it relevant for today's young generation.

Log onto the Miss South Africa website to enter at www.suninternational.com/MissSA