



MEDIA RELEASE

FOR IMMEDIATE PUBLICATION

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Variety Cup Eve Ball 2008 – get in quick!

The opportunity to experience all the fashion and glamour of Melbourne's Spring Racing Carnival at the annual Variety Cup Eve Ball is as popular as ever, so get in quick or miss out!

To be held at Crown's Palladium Ballroom from 7pm on Monday 3 November, guests will enjoy fine champagne, a sumptuous meal and entertainment from Vanessa Amorosi as they party with racing's elite and a host of celebrities in the lead-up to 'the race that stops a nation' – the 2008 Melbourne Cup.

A strong supporter of Variety and other charities, the Miss World Australia Organisation will also announce the next Miss World Victoria during the evening.

Variety Victoria CEO Norm Hutton said the Miss World Contest had raised an incredible \$400 million dollars for charity since its inception in 1951.

"Variety is proud to support the Miss World Australia Organisation in its search for the next Miss World Victoria," Mr Hutton said.

"It's very fitting such a worthy title will be bestowed on a young lady during an evening of elegant celebration such as the Variety Cup Eve Ball, with all proceeds from the event going towards improving the lives of Victoria's Special Needs Children."

Tickets to the 2008 Variety Cup Eve Ball can be purchased by contacting Janette Connolly (Variety Victoria) on 03 8698 3925 during business hours.

Further information:

Variety, the children's charity – (03) 8698 3900 or visit: www.varietyvic.org.au

Media enquiries:

Sandman PR – (03) 9863 7707 or visit www.sandmanpr.com.au for media releases and hi-res images