

# Media Release

HollyWords Publicity Inc.

phone: (604)921- 4744 / fax: (604)921- 4435

email: holly@hollywordspublicity.biz

For immediate release

## Vancouver to get its First Makeover Event!

– *Successful applicant to receive VEME package valued at more than \$50,000 –*

**VANCOUVER February 23, 2004 – Vancouver’s Extraordinary Makeover Event**, the first of its kind in Vancouver, will begin accepting applications this week in search of the ultimate candidate to whom they will award a total makeover package valued at more than **fifty thousand dollars**.

Based on ABC’s highly rated television show “**Extreme Makeover**”, as well as the hugely successful makeover events popping up across the United States, it’s time for Vancouverites to have their chance.

Residents of Vancouver and the Lower Mainland will have until **May 3<sup>rd</sup>** to apply and become one of **twenty-five finalists** who will be chosen to appear at a splashy event **June 3<sup>rd</sup>** at **The SkyBar**, Vancouver’s hottest and most contemporary Night Club. In front of a select panel, the twenty-five finalists will explain why they think they should receive a complete makeover, and how they feel it will change their lives. The successful candidate will walk away with a package that dreams are made of, literally!

The extraordinary winning package will include a brand new smile by renowned **Cosmetic Dentist, Dr. Ed Lowe**. Quickly becoming known as “dentist to the stars”, Dr. Lowe’s work was recently featured on the cover of the world’s leading print authority on cosmetic dentistry, *The Journal of Cosmetic Dentistry*. **Cosmetic and Plastic surgical procedures** such as Botox, Breast Augmentations, Rhinoplasty (nose), Liposuction (cellulite reduction), etc., will be chosen by the doctors and surgeons and administered at no cost to the lucky beneficiary. The recipient will then get schooled in diet and fitness and massaged into relaxation by the team from **Foundation Athletics**, providing a holistic approach through a **Personal Trainer**, a **Dietician**, and a **Massage Therapist**. A new smile, face and figure needs a new hairstyle, which they will get from **Jon Paul Holt** of **Avantgarde Hair Studio**, an international award-winning salon recognized as one of

– more –

Canada's most prestigious artistic beauty centers. **Make-up** will be taught and applied by **Blanche Macdonald's** Make-up Department Head, **Michelle Pedersen**, an industry veteran with an impressive list of credits in television, film and fashion, who has received a Gemini nomination for Outstanding Make-up. The final touch for the winner's extraordinary new look will be a **one thousand dollar** shopping spree at **Leone's/AWEAR**, Vancouver's top destination for the largest selection of women's and men's designer fashions, shoes and accessories. And all of this will be covered by top fashion photographer, **Gordan Dumka**, who will not only provide the media with event coverage, but the lucky recipient with their own portfolio of pictures for them to remember the event of their life.

And that's not all ...then there is the “unveiling” of the winner's new look ...

At the end of August (date TBA), Vancouver's Extraordinary Event winner will stay at the **Opus Hotel** which will provide a **complimentary Deluxe room** available to the winner prior to the next day's event for preparation as well as for an overnight stay, including **dinner for two in Elixir**, parking and **breakfast for two via room service** or in Elixir. The next day's event will be a **champagne** and **canapés reception** hosted by the trendy **Opus Bar** from 3PM – 5PM where the winner will present their “new self” to a party of friends, family and media.

Once the glitz and the glamour of the makeover event is all over at the end of August, we will not be letting our event winner get bored: They will be offered an opportunity to strut their stuff in an acting role for local director/writer/producer **Mark Tuit's** next **movie**.

– end –

*Application forms will be available for download this week on Vancouver's Extraordinary Makeover Event's (VEME) page on HollyWords Publicity site: [www.hollywordspublicity.biz](http://www.hollywordspublicity.biz)*

*For more information, including disclaimers, regulations, selection criteria, etc., visit the HollyWords Publicity site or call:*

**Media contact:** Holly Carinci, HollyWords Publicity Inc.  
dir: 604.921.4744 cell: 604.218.3993  
[holly@hollywordspublicity.biz](mailto:holly@hollywordspublicity.biz)