

MEDIA RELEASE



8th February 2016

CALL FOR SHOW AMBASSADORS

Being an ambassador is a privilege, being a Showgirl allows you that privilege. Entries are now open for all young women aged between 18 and 25 years old to enter this exciting challenge.

Proudly sponsored by local business, the Leonards Jewellers Showgirl Competition aims to find a young woman to act as an ambassador for Newcastle and rural New South Wales with her role involving many official and informal duties at the IGA Newcastle Regional Show and associated events. This then leads her to participate in the Sydney Royal Easter Show.

Contestants are judged on personality, confidence, ambition and life goals, general knowledge, rural knowledge, presentation and speech. Let's be clear.... Showgirl is NOT a beauty pageant. Finalists are also asked to demonstrate knowledge of their local community and current affairs, and apart from their potential ambassadorial qualities, contestants are also judged on their involvement in, and experience of, rural and local affairs.

2015's winner, 21 year old Elyse Hudson from Charlestown has proven that to be involved in Showgirl is an experience any young woman should embrace. Elyse is currently completing a Bachelor of Engineering (Mechanical)/Bachelor of Business combined degree, and is a Cadet at local firm Bradken and has been invited to attend a number of leadership and educational conferences around the world including Japan, Prague and Jerusalem and recently attended a conference in Queensland. She is also involved with the Lake Macquarie Youth Advisory Council and YMCA NSW youth parliament.

You can see why Elyse was named our 2015 winner; she is clearly passionate about developing networks of support for females working in non-traditional careers in areas such as engineering, agriculture and technology. She is also the founding president of the UoN Women in Engineering Society.

Elyse had a clear purpose when she entered the Leonards Showgirl Competition and that was to become an ambassador for the show and the region. She aimed to promote the competitions and exhibitions that reflect the Newcastle/Lake Macquarie area and promote how the show is an exciting opportunity to bring the community together.

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Reasons to enter the 2016 competition:

- Be a part of the tradition
- Support your community
- Expand your knowledge and experience
- Meet other young women and forge friendships
- Personal development, training and networking opportunities
- It's fun and it's free!!!

The public will have the opportunity to view first-hand our 2016 winner, announced on Saturday, 27th February 2016 at 6pm.

Please join us on the Rooftop at Westfield Kotara to celebrate the 2016 winner and runner-up of the Leonards Jewellers Showgirl Competition.

So many reasons to love your Show!

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FOR IMMEDIATE RELEASE
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