

# NEWS RELEASE



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## WORLD CHAMPION AND TELEVISION PERSONALITY LAILA ALI JOINS ARTIST & FORMER MISS UNIVERSE AMELIA VEGA AT THE MISS REPUBLICA DOMINICANA US™ 2011 PAGEANT

*Laila Ali and her new line Laila Ali Professional™ join other major brands and celebrities, like Samsung Experience, American Airlines, Ron Brugal and former Miss Universe Amelia Vega, in support of the Miss Dominican Republic US™ pageant.*

New York, NY- Thursday August 18<sup>th</sup>, 2011 – After four (4) months of intensive preliminary events and training, the contestants competing for the title of Miss Dominican Republic US® 2011 will finish their journey at the final gala this August 20<sup>th</sup>, 2011 at the Symphony Space Theatre in New York City. As an official franchise of the Miss Dominican Republic Universe organization, the U.S. winner represents the Dominican community in the U.S. as part of Miss Dominican Republic Universe 2012, giving her the unique chance to compete for the title that could potentially take her to Miss Universe.

Presented by **Laila Ali Professional™**, **Samsung Experience**, **American Airlines** and **Ron Brugal**, the final gala will showcase the elegance, talent and beauty of the twenty-one (21) contestants competing for the title. This year's production and official events have included the participation of major celebrities and corporations that recognize the importance of Latinos in the U.S., and particularly the fast growing Dominican community in New York. The northeast for example, is home to over 800,000 Dominicans, making it one of the most important Hispanic communities surrounding the most populous city in the nation; New York City.

This year for example, world champion athlete, television personality, and active philanthropist [Laila Ali](#) and her new line Laila Ali Professional™ has joined as one of this year's presenting sponsors. ***"I am very excited about this year's partnership with Miss Dominican Republic US," says Ali. "Our collaboration demonstrates the Laila Ali Brand's commitment to this important community, and I'm honored to be able to support the drive, motivation, and dreams of these women."*** Available at department stores and major retailers nationwide, the new Laila Ali Lifestyle Brand features a range of professional hair care and skin care products, followed by all-natural, sustainable fragrances. The line's tagline "Make your hair and skin your best accessory" serves as a phrase of inspiration aligned with the pageant's vision in selecting the winner.

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In addition, **former Miss Universe Amelia Vega** will be performing two songs from her upcoming album “Agua Dulce” available to the public August 30<sup>th</sup>, 2011. This will be the first exclusive and live performance by Amelia Vega of her songs prior to the official release in New York city. Other artists include **Yunel Cruz**, whose hit song “Dominicanita” has been designated as the official song and jingle for the event. The evening will be hosted by **Liliana Gil**, entrepreneur, XL Alliance managing partner and media contributor and business reporter for Fox News Latino, Hispanic Ad, Huffington Post, among others and **Eliecer Marte** media contributor to CNN en Español and Telemundo 47 among others.

Produced and managed by Bellezas Dominicana USA, XL Alliance and Soneros Entertainment, the final gala will take place at the Symphony Space Theatre in Manhattan with red carpet arrivals starting at 7:00 pm. The theatre is located at 2537 Broadway, New York, NY 10025 and tickets are available for purchase at [www.missrdus.com](http://www.missrdus.com).

Other participating partners include: Glamorous Cosmetics, Cibao Meats, Yager Esthetics and Spa, Piatto D'Oro Restaurant, Lucia Rodríguez, Vimar Martinez , Icel New York, Danelle I Dungca, Helen Rojas Trajes de baño, Creative Capital Ad Agency, Núñez Dental Services, José Guerra Photography and Víctor López Lama fotógrafo.

For more information visit [www.missrdus.com](http://www.missrdus.com) and for video contact you can visit the pageant’s official YouTube channel at [www.youtube.com/dominicanbeautiesusa](http://www.youtube.com/dominicanbeautiesusa) and fans and followers can like the pageant on Facebook at: [www.facebook.com/missrdusoficial](http://www.facebook.com/missrdusoficial).

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### **ABOUT MISS REPÚBLICA DOMINICANA US®:**

The winner of Miss Dominican Republic US 2011 will represent the Dominican community in the US at the exclusive Miss Dominican Republic Universe in Santo Domingo. Bellezas Dominicanas USA LLC holds the exclusive franchise rights of Miss Dominican Republic Universe as an official entity and representative of the organization in the U.S. For more information please visit: [www.missrdus.com](http://www.missrdus.com)

### **SOBRE XL ALLIANCE, LLC & SONEROS ENTERTAINMENT:**

Entities specialized in production, brand marketing and uniquely differentiated for their approach to branded entertainment. With offices in New York, Denver, Los Angeles and Bogota, Colombia, the organization has a team of over thirty professionals specialized in various areas of strategy, marketing and production. Their credibility is founded on a leadership and management of former corporate executives and experience managing global brands, celebrity relations and development of major productions. Some of their work include: Diageo, Valeant Pharmaceuticals, Latin GRAMMY Awards, Billboard en Concierto, Laila Ali, Serena Williams, Post Foods, among others. For more information visit: [www.xlalliance.com/](http://www.xlalliance.com/) [www.bliptv.latineando](http://www.bliptv.latineando)