

Press Release



Miss Every Model 2010 (official heat for Miss England) Statement

Issued on 5th July 2010

For further details, press enquiries and photographs please contact Ruth Deane,
editor@emmagazine.co.uk / 07980 733241

The Miss Every Model final 2010 was held on Saturday 3rd July in Peterborough. The winner on the night was Siobhan Perry from Liverpool. It has been brought to the attention of the organisers since the results of the competition that the winner did not disclose details of a topless shoot she had done prior to the competition. This is against the rules of entry to the Miss England final.

As a result of this the first runner up is invited to take part in the final of Miss England. The first runner up was Kayleigh Fay Hewitt from Sheffield the second runner up was Mikala Wilson from Northampton. Representing Every Model Magazine this year will therefore be Kayleigh Fay Hewitt.

Editor of Every Model Magazine Ruth Deane says, "Every effort is taken to ensure all applicants comply with the rules of entry to Miss England. We are happy to support Siobhan within her modelling career and offer her any opportunities we can in order to enhance her progression within the industry. As a fashion model we believe Siobhan has a huge career ahead of her."

Ruth goes on to say, "Kayleigh is also a beautiful young lady and as the UK's modelling industry publication supporting and protecting girls within all genres of modelling, we intend to work with her during the next year in order to enhance and further her modelling career in whichever genre she feels she would like to progress within. There is no discrimination in respect of modelling genres within our publication. However rules are rules and a contestant cannot attend the final of the Miss England competition if they have broken one'.

"The decision made is clear in line with the rules, but still difficult to implement. I am protective and supportive of all my contestants and want the best for all of them. I believe that the outcome not only does this but best outlines the importance of honesty and integrity along with highlighting the necessity of complying with rules and regulations'.

As one of the leading modelling industry experts Ruth Deane strives to campaign for fair play within the business and prides herself and Every Model Magazine as being a provider of educational, aspirational and informative direction for all modelling industry related professionals.

The current Miss England is Katrina Hodge, Miss Every Model 2009. We wish Kayleigh the very best in the Miss England final this year, being held on the 1st September at Birmingham Hilton Metropole Hotel. The Miss England final is being televised for the first time in twenty two years on the Active Channel (Sky 281).