



Don't Miss the Miss. The Search for the Most Beautiful Italian Woman in the World Comes to New York

Alessandra Grandi (February 16, 2010)

COMMISSIONE GIOVANI NY & THE SUNDAY NYC cordially invite you to:



MISS ITALIA

NEL MONDO

U.S.A. NY selection

HOST • Rossella Fago & Graziano Casale
 ENTERTAINMENT • Chris Macchio, Tenor
 MUSIC • DJ Enzo Gravena
 RECRUITMENT • Alaina Sinopoli
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 GUESTLIST & RESERVATION •
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design - Lisa Capozzulli

FEBRUARY 20, 2010 › 7pm
 MARQUEE, NYC › 289 10th Avenue & 27th street
 Doors open at 7pm till 10.30pm. Show starts at 8pm
 TO BUY TICKETS: missitaliainy2010.eventbrite.com



www.missitaliausa.com • www.commissioneigiovani.com/newyork • www.thesundaynyc.com

On February 20, the competition for the most beautiful Italian woman in the world returns to New York. Fifteen young women vie for the opportunity to participate in the Miss Italy in the World 2010 pageant.



For the second consecutive year, the [Commissione Giovani NY](#) [2] and The Sunday NYC organized the New York state competition that selects the candidates who will go on to become the U.S. representatives in the Miss Italy in the World pageant.

The event not to be missed will be held on Saturday, February 20 at Marquee (289 10th Avenue at 27th Street) beginning at 6.00 pm.

This long journey began on the Internet. In today's world of virtual communication, even the selection of beauty pageant contestants takes place online. The first round was officially conducted online, where 15 of 30 girls have already been chosen for the catwalk on February 20.

Among these 15, five will go on to compete in the American finals to be held on April 26. It is a friendly battle in which the finest Italian-American women represent (nearly) all of the 50 states. The winner will go on to represent the United States in the pageant held in Italy.

The event on February 20 promises to be an evening filled with surprises and moments of lively entertainment, serious judges ready to have fun, and young women ready to compete but who undertake the challenge with poise and smiles.

What are the requirements to participate? To begin, participants must be Italian nationals or have at least one parent or grandparent of Italian nationality; have a basic knowledge of the Italian language; be between the ages of 17 and 26 years of age; have lived in the United States for at least six months prior to June 30, 2010; be of irreproachable conduct, and therefore, never have been involved in events that would offend prevailing moral standards.

Contestants obviously have to be beautiful, but that's not all. It takes something more, an element that is difficult to pinpoint but hopefully easy to recognize. It's up to the jury to find the spontaneity, freshness, and personality that the winners must possess. The competition will take place over three rounds and also includes a personal interview with members of the jury which is composed of leading figures from the Italian-American community in New York.

We spoke with Graziano Casale, president of Commissione Giovani NY, about these Italian-Americans and their relationship to Italy.

He tells us that for most part these young women are born in the U.S. and are second or third generation Italians who feel very Italian and grew up with an emotional tie to a country that they sometimes do not know firsthand. Their Italian cultural understanding is often regional and tied to their family's place of origin. But they also have deep curiosity and a sense of belonging to a distant land, full of charm and tradition.

Most often they choose to participate for fun, without any real professional ambitions related to the entertainment industry. After competing, however, some of them have discovered that they would like to expand their horizons into show business while strengthening their sense of "being Italian" at the same time. Overall, the pageant is an opportunity for spectators to experience Italy through the eyes of those who built Italy abroad. It's also a social event that literally speaks two languages (since the evening will be hosted in both English and Italian), but ultimately it uses only one: that of beauty. So, don't miss the Miss.

MISS ITALIA NEL MONDO USA:

THE SEARCH FOR THE NEXT MISS ITALIA NY 2010

Saturday, February 20th, 6pm

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