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For Immediate Release

Organisers Demand Miss Cheltenham Crown be Returned!

The Miss Cheltenham competition organisers have today asked **Alison Chenery**, the winner of last months grand final at *The Boogie Lounge*, to return her crown and sash. The organisers were shocked to hear that Alison did not show at the recent Miss England semi-finals at Champneys in Leicestershire on Monday 8th June.

"I had a call from the Miss England office asking if I knew where Alison was on Monday, and I had no idea - as far as we knew she had agreed to attend and was looking forward to it immensely." said Sally Kesterton, one of the Miss Cheltenham organisers. *"We only found out why she didn't attend the semi-final when we read yesterday's Echo."*

Alison Chenery was the only contestant from around the country that didn't show up for the 1 day contest. Angie Beasley, Miss England organiser, said: *"We had girls from Portsmouth to Newcastle take part and they had a great day. Its a real shame Alison didn't let us know as we could have offered the place to another contestant who would have loved to have been at the semi-final, the Miss England office was also genuinely worried where Alison was."*

Angie Beasley, who was one of the judges at this years Miss Cheltenham final, also said: *"We asked all the contestants in the Miss Cheltenham interview round if they really wanted to take part in Miss England and Alison was so keen on the night, she even said she would take a year out from her job if she won Miss England if needed."*

Astonishingly, Alison must have known she had won an Acorn Award well in advance of the Miss Cheltenham final. According to the Acorn Awards website <http://www.caterersearch.com/blogs/the-acorn-awards/nomination-form.html> the judging took place on 3rd April 2009 with winners being notified within two weeks. It was also made clear to all Acorn Award nominees, that winners *"...must be available to attend the awards presentation on the 8th of June"*, the same day as the Miss England semi-finals. All Miss Cheltenham contestants were informed of the semi-final date on the 6th May.

Miss Cheltenham organiser, Jamie Brightmore, said: *"What we find really inconsiderate is that Alison didn't inform us she had won an Acorn Award and that she definitely wouldn't be able to make the Miss England semi-finals. In addition, she didn't notify the Miss England office despite having plenty of time prior to the 8th June. For these reasons, we feel that Alison doesn't deserve to keep the local title."*

Continued on next page...

NEW MISS CHELTENHAM – VICTORIA ILINA

The local organisers are now giving the Miss Cheltenham title to the 1st runner up **Victoria Ilina** who was also selected for the semi-finals by being voted the best Miss Popularity winner on the Miss England website.

Sally Kesterton said: *“Victoria deserves the Miss Cheltenham crown as she missed out on the title by ONE POINT on the night of the Cheltenham finals.”*

The Miss England office is arranging for the reigning Miss England, **Laura Coleman**, to present Victoria with her rightful crown and sash, and also some nice prizes for her as she deserves to be recognised as the new Miss Cheltenham!

ENDS

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