



## Press Release

### **CALENDAR FEATURING BVI TO HIT EUROPEAN AUTO CIRCUIT**

**Road Town, Tortola, October 26, 2009** – Automobile enthusiast in the European market will get a glimpse of the Territory's beauty in a 2010 calendar featuring Miss Tuning, Martina Ivezaj.

The calendar promotion was spearheaded by the British Virgin Islands Tourist Board's German office. Since the pageant caters to automobile devotees and is the biggest car show and exhibition in Europe, the Board partnered with Capital Productions, hosts of the Territory's official August Festival car show.

Acting Director of the BVI Tourist Board, Hadassah Ward commended the local car group for their efforts in promoting the Territory to new guests. "The Capital Productions group has done a superb job of attracting car fans to the BVI through their annual car show. While some come to show off cars and see the latest in automobile detailing, they also get the opportunity to see what the Territory has to offer as a destination. Those car fans stay in our hotels, eat in our restaurants and gives the Territory's tourism industry a chance to reach new specialty guests."

Chairman of Capital Productions, David A. Abednego, said that it was an honour for Capital Productions to team-up with the BVI Tourist Board and Miss Tuning, as this calendar is another way of promoting the BVI. "We are glad to have had the chance to host Miss Tuning and work with the Tourist Board in further promoting our Territory. This is exciting for our car owners and fans as it shows that what might seem as a simple hobby has made an international contribution to the Territory's tourism promotions."



Ward added that the Territory has already received a great deal of publicity from the promotion. "Since the Miss Tuning pageant is such a big event for car lovers in Europe, we have had mentions in specialty magazines and websites about the shooting of the calendar. The Territory is also mentioned at all press events for this year's pageant winner. When the calendar gets in the hands of car fans, they will get a chance to see and learn more about our Territory."

Photographs in the calendar features Miss Tuning throughout the Territory at notable properties and beaches on Tortola, Jost Van Dyke and Virgin Gorda. Cars pictured for the calendar include Bryan Fonseca's Superman Camaro and Carris "Dunkie" Penn's King Tut Dune Buggy. Desmond Alphonso's popular pink and white H2 Hummer is the feature car for December 2010.

Originally from Kosovo, Miss Tuning 2010, Ivezaj beat 350 other European contestants to win her title. Popular Los Angeles based photographer Christian Holzknacht shot photographs for the calendar. The shoot took place during the August Festival celebrations from July 27 to August 4.

# # #



Note to Editors:



1. This press release supersedes any other release that was previously sent about the 2010 Miss Tuning Calendar.

**2. Caption for photographs attached:**

The British Virgin Islands is the feature destination for the Miss Tuning 2010 calendar. The pageant's winner, Martina Ivezaj, represents Europe's largest car show and exhibition.