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PRESS RELEASE

FOR IMMEDIATE RELEASE

WOW! Creations Goes to The Miss America Pageant.

(Las Vegas, Nv.) January 30th 2010: **WOW! Creations** is pleased to announce the successful presentation of our Miss America Gift Bags to the contestants and celebrity judges at this year's **89th Annual Miss America Pageant** on Saturday January 30th 2010 at the Planet Hollywood Casino and Resort in Las Vegas, Nevada and congratulates Miss Virginia Caressa Cameron on becoming Miss America 2010. In addition to the 53 beauty contestants the Master of Ceremonies was the talented and versatile Mario Lopez. Mario has hosted the Miss America pageant several times before and has added to the show's incredible popularity! The celebrity judges who received our Beauty Gift bags were accomplished actress and producer Vivica A. Fox from the Field of Beauty, Katie Harman Miss America 2002 from the Field of Community Service, Dave Koz Platinum selling artist and radio host from the Field of Talent, Shawn Johnson Gold Medal Winner from the 2008 Olympics and Season Eight winner of ABC's "Dancing with the Stars" from The Field of Fitness and Rush Limbaugh Outspoken, Conservative and ultra-popular host of "The Rush Limbaugh Show" from the Field of Communications.

WOW! Creations foster a business climate where private enterprise can operate efficiently and profitably. It perpetuates the spirit, values and vision that a company must exercise in order to achieve an exemplary lifestyle for its business partners and the common good for all its partners to benefit from. "We're proud to return to the Miss America Organization for our second time and provide our fabulous Beauty Gift Bags to the contestants and Judges" said Mark Harris Principal of WOW! Creations.

WOW! Creations is a Los Angeles based Gift Bag provider providing innovative event production, gift experiences and promotional marketing for corporate clientele. WOW! Creations is a niche marketing company offering celebrity VIP Gift bags and Celebrity Outreach lounges for Award Shows, Film Festivals Sport Events Charity events Beauty Pageants, Parties and individual gifting experiences.

The 89th Annual Miss America Pageant. www.missamerica.org

Some of the amazing partners who provided product for this year's bag were:

Hairbrushes provided by www.noflatiron.com The bag used for the Gift Bag was provided by www.murval.com SPF tanning products provided by www.coppertone.com Decorative bra straps www.strappity.com Flip-flops by www.yogitoes.com Cosmetics provided by www.allnaturalcosmetics.com Dr. Beverly Hills 90210 provided his new Shapewear, www.chews4health.com Stylish capes by www.varsitycouture.com serving the beauty industry for three generations,brushes by www.spornette.com Self tanner www.xen-tan.com Universal Contour Wrap Home Care Kit from Canada www.bodybeautifulcanada.com Eyelashes provided by www.butterflylashsolutions.com www.herenergy.com Denim provided by www.amethystjeans.com www.velvetchokers.com www.monroebrush.com Infinity Sun provided Glow on the Go www.infinitysun.com www.udderlysmooth.com Kymaro provided "Bust Up Cups" bust up 1 whole cup size www.bigd.com www.theracktrap.com an undetectable bra packet that holds everyday necessities, www.hollywoodfashiontape.com Sun protection for your hair www.beachgirlsonline.com and Health through research www.fanie.com

Next up for WOW! Creations will be their Oscar Gifting Lounge on Rodeo Drive on March 4th .

