



## **MEDIA RELEASE**

**For immediate release**

### **Third annual MISS POLE DANCE COMPETITION in Singapore showcases SOUTHEAST ASIAN talents for the first time**

Singapore, 2 February 2012 – The third annual Miss Pole Dance competition, which is presented by Bobbi's Pole Studio Singapore, opens its doors to participants from other countries in Southeast Asia for the very first time.

Linna Tan, director and principal instructor of Bobbi's Pole Studio Singapore, said: "Ever since Miss Pole Dance Singapore started three years ago, we've been getting more requests from amateurs and professionals alike from all over the region to make the competition bigger. We know there is tremendous talent to be showcased and are therefore throwing the doors open and inviting participants who are residing in other countries around Southeast Asia to join this year's competition, which will be our biggest yet."

Pole dancing as a sport and performing art continues to gain popularity in the region, with studios springing up in countries like Malaysia, Indonesia, Japan and China. Miss Pole Dance Singapore 2011 saw 9 finalists battle for the crown. While the winners were all Singapore-based, they represented a colourful variety of nationalities, with 25-year-old Indonesian, Yohanna Ong taking the title. The first runner-up was 30-year-old Lena Grzegolec of Australia and the second runner-up was 30-year-old I-Ling Noela Yee from Hawaii, USA.

Ms Ong, who has participated in other pole competitions said: "Miss Pole Dance is a high-caliber competition that showcases a great range of skills across the board. It makes perfect sense that it's now opening its doors to more competitors from other countries Asia and I'm looking forward to seeing more talent from our neighbors."

The competition will feature a single competition category – Solo, and is open to participants residing in Southeast Asia, aged 18 years and above. Bobbi's



222 Queen Street, #01-01, Singapore 188550

Pole Studio Singapore is accepting video entries from 1 February to 10 March 2012, after which finalists will be shortlisted for the competition, which takes place at Avalon Singapore, Marina Bay Sands, on 28 April. Avalon Singapore is the official venue sponsor of Miss Pole Dance Singapore 2012.

Mr Steve Yallop, Marketing Director of Avalon Singapore, said: "With an event as spectacular as Miss Pole Dance Southeast Asia, it is only right that it should be hosted by the most elite nightlife venue in the heart of the city!"

Prizes, including cash, will be awarded to the first, second and third placements in this category. Participants will be judged based on several criteria, including the execution of their aerial pole moves, dance ability, and showmanship.

Guest appearances include pole superstars, such as Bobbi, the founder of Bobbi's Pole Studio worldwide, creator of Miss Pole Dance, and Pro-Poler of the Year 2012 as ranked by United Pole Artists. Accompanying her will be Cleo, winner of Miss Pole Dance Australia 2012 and International Pole Championship finalist; and Chilli, Instructor of the Year nominee.

Event partners include Hotel Re! and Essential Living Southeast Asia.

### **About Miss Pole Dance:**

Miss Pole Dance competitions, which take place in countries like Australia, the UK, Canada and Holland, are fast gaining popularity and recognition worldwide, with more than six major countries hosting them annually. Miss Pole Dance sets the bar for high international standards, and is recognized as the representation of global elites in pole fitness and dance.

Miss Pole Dance Australia 2012 was held in Sydney Australia on November 2011. Into its sixth year, it played to a sold-out audience, with Cleo taking home the winning title. The highly prestigious event attracts professional pole dancers from all over Australia each year, and videos from the competition have also garnered the most YouTube hits amongst pole dance competitions across the world.

### **About Bobbi's Pole Studio Singapore:**

Bobbi's Pole Studio Singapore is a premier pole dancing school that offers unique opportunities for both women and men to learn pole dancing from professionally trained instructors. The studio offers Beginner, Intermediate and Advanced classes, alongside a range of other exotic dance classes and workshops created especially for those who want to get fit in a fun,



222 Queen Street, #01-01, Singapore 188550

unpretentious and supportive environment.

Bobbi's Pole Studio was also voted Studio of the Year by the International Pole Dance Fitness Association in 2009 and 2010.

Bobbi's Pole Studio Singapore has been the organizer of successful events such as Miss Pole Dance Singapore and Bobbi's Babes in Cabaret, and have been involved in performances such as the inaugural Singapore Youth Olympic Games 201 and WILD RICE's 10<sup>th</sup> & 11<sup>th</sup> Anniversary RICE BALL gala event.

#### **Links:**

Performance by Yohanna Ong, Winner of Miss Pole Dance Singapore 2011:

[http://www.youtube.com/watch?v=c5f3ob4\\_Cjc](http://www.youtube.com/watch?v=c5f3ob4_Cjc)

Semi-Finals Performance by Cleo, Winner of Miss Pole Dance Australia 2012:

[http://www.youtube.com/watch?v=VTRwhw\\_4HUw](http://www.youtube.com/watch?v=VTRwhw_4HUw)

Highlights of Miss Pole Dance Australia 2012 (opening sequence DVD):

<http://www.youtube.com/watch?v=yIObpYN44KE>

#### **Contacts:**

Linna Tan

T +65 6333 4308

E [linna@bobbispolestudio.com.sg](mailto:linna@bobbispolestudio.com.sg)

Sueann Tan

T +65 9107 0803

E [marcom@bobbispolestudio.com.sg](mailto:marcom@bobbispolestudio.com.sg)



222 Queen Street, #01-01, Singapore 188550