

Fresca Viva Newsletter- August 2007

Dear Friends,

The past few months have proved to be an exciting and challenging period for Fresca Viva Pty Ltd and our collaborators. Since its initiation, Fresca Viva Pty Ltd has acquired an impressive portfolio of clients and undertaken many activities.

Miss Diaspora Australia 2007



Contestants pose in Evening Wear section

As you may be aware, the Miss Diaspora Australia 2007 contest was held at Bonnyrigg Sports Centre, NSW on the 19th of May, 2007. The event proved to be extremely successful, with a full venue enjoying the splendour of the first official contest that is licensed to award its winner automatic entry into the Miss Serbia finals.

Supporters from across the country made for a positive atmosphere, as the girls competed for this prestigious title in front of a distinguished judging panel consisting of:

- **Vesna Jugovic DeVinca** (President of Miss Yu Co. - Belgrade)
- **Vedrana Grbovic** (Miss Serbia 2006, Miss World 2006 Finalist)
- **Sabrina Houssami** (Miss Australia 2006 and 2nd runner up at Miss World 2006)
- **Anica Vuckovic** (Director of Moda Management- Sydney)
- **Dr Vida Rakic- Glisic** (Esteemed psychiatrist)
- **Ilija Glisic**- Prominent Serbian Activist
- **Milorad Bubalo**- Karate Champion and medalist.

The panel had a very difficult task to fulfil in choosing one winner, with all the girls putting on a marvellous display, but in the end the title went to 17 year old student **Jelena Trkulja** (Sydney, NSW). Runners up on the night were Milka Dragicevic (ACT) and Dragana Loncar (NSW).

As the winner of the official Miss Diaspora Australia 2007 contest, Jelena received an all expenses paid trip to Belgrade, Serbia where she began her Miss Serbia journey. As a direct finalist of the Miss Serbia contest, Jelena joined 32 other girls from around Serbia and the Diaspora on a month- long preparation tour through Macedonia, Greece and Serbia,.



Jelena's first official photo shoot.

Some of the highlights of her journey included enjoying the World class hospitality of the Porto Carras Resort, Professional photography for numerous Serbian magazines, television and newspaper interviews, Fashion Week casting and a very stirring visit to the Centre for young mothers, orphans and children in Zvecanska Street, Belgrade, where Jelena joined Vedrana Grbovic on behalf of Fresca Viva Pty Ltd, and Bonnyrigg Sports Centre in presenting the board of the orphanage with a cheque for Two thousand dollars, raised on the evening of Miss Diaspora Australia 2007, In Sydney.



Jelena and Vedrana with staff at the orphanage.

If you happened to be one of the estimated two million viewers who had the pleasure of witnessing the Miss Serbia 2007 crowning ceremony, you would already know that Jelena put on a stunning performance and secured her spot in the top 10.

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This means that she has now been selected as a one of the girls who will be part of the select team who represent Serbia at contests such as Miss World, Miss Universe, Miss Europe, Miss Earth, and Miss International etc all over the world.

Congratulations to Jelena, we are certain that a brilliant career awaits her, and that she has inspired the next generation of Miss Diaspora Australia contestants to follow in her footsteps!



For more details regarding the contest, visit: www.frescaviva.com



Jelena at Miss Serbia 2007 (2nd from the right)

Creating Sports Stars



Slobodan and Milan Vulin at Marakana Stadium-Belgrade.

It's no secret that football in Australia has experienced a significant boost in popularity in the last few years, and that amongst the countless hopefuls, only the best can emerge as potential international players.

As of this year, Fresca Viva Pty Ltd has commenced collaborations with Red Star FC in Belgrade, to provide a link which will see talented young players from Australia having the opportunity to train and be trailed in one of Europe's most well known teams.

The first player selected to participate in this new exchange is Milan Vulin, from Perth, Western Australia. Milan took the time to meet with Red Star officials whilst in Belgrade, between participating in tournaments throughout Italy and Spain.

After his team secured several victories, Milan returned to Australia with priceless football experience. Next on his agenda, is a training camp in Brazil. With talent like this, he is sure to go a long way in the world game, and Fresca Viva is excited to provide their services in helping him to do so.

Fresca Viva Pty Ltd is a unique Australian based company which provides select clients with the highest level of representation, promotion, marketing and management.

For more information about our activities and details about our services, visit our website at

www.frescaviva.com

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