

L'ORÉAL
PARIS

FORD



And The Winner Is...

(TORONTO - Monday, November 19, 2001) Canada's next Supermodel has been crowned! The final episode of **Supermodels**, which aired Sunday, November 18 on Global Television, culminated in the selection of 19 year-old Raquel Aloisio of Calgary as Canada's next supermodel.

Aloisio was picked as one of 20 girls from across the country to come to Toronto for a five-day Fashion Camp, in which the girls participated in photoshoots, runway classes, and castings sessions, all designed to test each young woman's modeling ability. Each day of Fashion Camp, girls were cut until only five remained. The five finalists participated in a fashion show with clothing provided by top Canadian designer Crystal Siemens. Following the fashion show, the winner was announced by the judges: Cathy Gould, Director of Ford Supermodel of the World competition; Cynthia Cully, Director of Ford Toronto; and Miles Roberts, fashion stylist.

The winner was signed by Ford Models and sent to compete as the Canadian representative in the Ford Supermodel of the World Search. L'Oreal Paris, official sponsor of **Supermodels**, awarded the winner an official photo shoot with L'Oreal Paris,

a trip to Paris, the chance to be featured in L'Oreal's 2002 Canadian advertising and the opportunity to be showcased in a major fashion magazine.

"L'Oréal congratulates Raquel Aloisio and wishes her a thriving career in modeling. As the number one beauty brand worldwide, L'Oréal is extremely pleased to have taken part in this Canadian project, which attests to the universality of beauty," says Francis Perrin, Director of Brand Communications for L'Oréal Paris' Canadian subsidiary.

"Ford Models is very excited to have signed Raquel Aloisio to a contract," said Cynthia Cully, Director of Ford Toronto and **Supermodels** judge. "Raquel is about to embark on a career with the most prestigious modeling agency in the world. Ford has launched the careers of some of the most successful models the industry has known, including Jerry Hall, Patricia Velasquez, Sarah Thomas, Erin O'Connor and Delfine Bafort. We look forward to a long and successful relationship. Congratulations Raquel."

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