

The Miss Surulere Beauty Heritage Pageant, has received endorsement from Lagos State as the State Government pledged its support for the organisers and contestants of the pageant, recognizing the program as a platform for youth development, cultural preservation, tourism promotion and community advancement.

The pledge was made by the Special Adviser to the Governor on Tourism, Idris Aregbe, during a visit by contestants and stakeholders of the pageants of the Alausa Secretariat, Ikeja adding the government's preparation to support such programs which promote tourism, culture and youth empowerment while promoting Surulere's image.

He encouraged the contestants to utilize the opportunity to make noteworthy impact on their communities

"You can do much. It depends on where we are standing. I think you have self-capacity, and also the power of association," he said.

Additionally, he advised the contestants to hold on to their ties with Surulere, even as get pursue growth beyond it, while assuring full support from the government for the pageant.

"We pledge our full support to the contestants. There will be a partnership with our Chinese partners and other partners for the eventual winner. However, our commitment does not end there. We will also work with those who show readiness and potential, even if they do not emerge as the winner," he said.

Adebayo Adegbe, the producer of the pageant, disclosed that contestants were undergoing intensive training in etiquette, poise, speech, public speaking and catwalk, forming a part of their preparation for the competition and aimed at building confidence and skills for future endeavors.

He further disclosed that contestants would engage with mentors and government officials on tourism.

He expressed confidence in the contestants, stating that they are intelligent and capable of representing the LGA efficiently.

In the same vein, the organisers announced cash prizes of ₦1.5 million, ₦1 million and ₦500,000 for the winner, first and second runner up respectively. A three-day



Lagos State Government endorses the Miss Surulere Beauty heritage Pageant | 2

stay at Transcorp Hotel, with potential access to wider government-linked initiatives and international opportunities were also announced for the winner. Other contestants are to have a share of additional prizes valued at about ₦2 million.