



This year's Miss World event returns to China, with the final set to take place on Saturday 30th October in the city of Sanya, located in China's Hainan province.

Contestants from over 120 countries will be competing in Miss World's 60th Final which will begin Miss World's diamond anniversary year. A busy, four week itinerary is being planned for the contestants across the whole of China, culminating in the live, televised Final in the forever tropical paradise, Sanya.

Miss World is the longest running event of its kind. Launched in 1951, it has become the world's most watched annual event, with a worldwide viewing audience of over 1 billion. Miss World is a celebration of beauty, fashion, talent and culture as contestants tour the host country supporting charitable causes, participating in spectacular events and sampling the local history and attractions.

2010 will be the fifth time that China has held the Final, after successfully hosting the 2003, 2004, 2005 and 2007 events. Miss World has been credited for producing a rapid surge in Sanya's tourism. The unprecedented rise in tourism has been describe by former Mayor Lu as the "Miss World effect" .

Chairman of Miss World, Julia Morley commented "We are delighted to be returning to China for Miss World 2010. Miss World has a special relationship with Sanya and there is no better place to begin our 60th year celebrations".

Reigning Miss World – Kaiane Aldorino will crown her successor on Saturday 30th October at the beauty Crown Theatre . She said "China is a magnificent experience and I look forward to welcoming all the contestants to this tropical paradise".

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