



LAX ARRIVES AT EAST THURSDAY NIGHTS

There's no shortage of talent when it comes to models on the Gold Coast (alas for the girls most of them are of the female kind) so when the idea to run an up-market parade of male fashion models with an audience of female talent scouts was posed to Jasmine Walker special event coordinator at EAST, her job became a whole lot more interesting.

"Well, I feel like I have a great job right now... I thought I could see myself sourcing the talent really well... plus it was all too perfect timing for the launch promotion for L.A.X. the new Thursday ladies night at EAST" Jasmine says. "With the launch of L.A.X. the brief was to find a start-off event that was exciting and modern, that ladies would really want to come and see and enjoy, and I didn't want to run the same old pageant style competition... I really wanted something sensational and worthwhile for the guys as well".

By enlisting the help of current hottie on the circuit **Marc Vanderbent** who at this time is a NYC Times Square billboard favourite for Emu Australia, potential models are being recruited for each of the five parades held on alternate Thursday's at EAST.

Broadbeach fashion house **Donna Uomo** jumped on board and supplied the designer garb for the parades, followed up with Giorgio Armani underwear.

And what's in it for the girls you ask? "Any lady or group of girls can be our talent judges on the night and on-line through our website each week" Jasmine says. "Vote for your favourite male

model on any of the nights and we'll send the one who's most popular to compete in Mr. Australia later in the year."

EAST launches L.A.X. next Thursday with the special MC talents of Brisbane singer **XY** from television's X-Factor, and the smooth RNB skills of Brisbane based **DJ's Kina** and **Oscar**.

L.A.X. @ EAST

"Ladies after Excitement"

LAUNCH DATE:	Thursday 02 July 2009
VENUE:	EAST Broadbeach
DOORS OPEN:	6.30pm, parades from 9.30pm
PARADE DATES:	Thursday 02, 16 & 30 July Thursday 13 & 27 August

Links & contacts are-

EAST	http://www.east88.com.au
Marc Vanderbent	http://www.east88.com.au/data/Marc-Vanderbent.gif
Donna Uomo	(07) 5538 7188 (John or Karen)
XY	http://www.myspace.com/xylatu
DJ Oscar & Kina	http://www.blackstarmedia.com.au/dj.html

Photo opportunities available by contacting-

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