

# Royal Proclamation

The Fairmont Royal York hotel & Victoria Gin hereby declare

**The first annual Queen Victoria Look-A-Like Competition –  
May 24, 2010, 12-4pm**

## FOR IMMEDIATE RELEASE:

**TORONTO, Ontario, April 14, 2010**--Whereas We have taken into Our Royal Consideration the 191<sup>st</sup> birthday of Queen Victoria, Toronto's pre-eminent hotel and Canada's first premium Gin will hereby rejoice with rhinestones, croquet, and a stiff cuppa. A new **Queen Victoria weekend** hotel package is being launched and a public search commences today for a Queen Victoria Look-A-Like. The crowning of the true Queen Look-A-Like will take place during a public competition and crowning ceremony held at Toronto's Fairmont Royal York hotel from **12-4pm on Victoria Day, May 24, 2010**.

Perchance more "Sex Pistols" than "Bandstand" but irrefutable in its stateliness, the Queen Victoria Look-A-Like Competition will see queens young and old vie for the crown in noble domains of poise, skill, and knowledge. The highness to be crowned with the best likeness to Queen Victoria will receive the following riches: One Night in The Prime Ministers Suite of The Fairmont Royal York, Breakfast in Bed, an Elizabeth Milan Spa Royal Rose Body Treatment, Dinner for Two in EPIC and a bottle of Victoria Gin. All qualifying contest entrants will receive Afternoon Tea for two in The Library Bar and a bottle of Victoria Gin. To qualify, entrants may obtain entry forms at: [www.radioroyalork.ca](http://www.radioroyalork.ca) and [www.victoriaspirits.com](http://www.victoriaspirits.com).

Host Sir Real (Bob Blumer of Food Networks Surreal Gourmet/ Glutton for Punishment), guest Miss Conception, and celebrity judges will look on as queens are born, reign, and fall. The competition will transpire in the Fairmont Royal York's Imperial Foyer and Library Bar. The first 200 audience members to confirm their presence on May 24<sup>th</sup> will be granted a hard cuppa Victoria Gin by confirming at: [rsvp@victoriaspirits.com](mailto:rsvp@victoriaspirits.com).

The Fairmont Royal York will be commemorating Her (late) Majesty's 191 years with an exceptional nightly rate package. The **Queen Victoria package** begins at a special rate of \$191 per night for Canada's Victoria Day long weekend. The commemorative rate is exclusive to May 21,22,23,24 and is based on one night, double occupancy in a Fairmont Room. The weekend night package is also available throughout the summer and includes: The Fairmont Royal York Library Bar's extraordinary "tipsy" Afternoon Tea; breakfast for two; tour of the hotel's roof garden; two martinis in the Library Bar or EPIC, preferred entrance to the Competition (only on the Victoria Day Long Weekend); and a bottle of twisted & bitter cocktail bitters, made by Victoria Spirits. **To reserve now, for weekend bookings May 21 through to September 26 call: 1-800-441-1414 or visit [www.fairmont.com/royalyork/queenvictoriapackage](http://www.fairmont.com/royalyork/queenvictoriapackage).**

Victoria Spirits is a family owned and operated artisan distillery in Victoria, BC. Their Victoria Gin was released to great acclaim at the Fairmont Empress in May 2008 and is currently enjoying an LCBO promotion. The Vic Gin bottle features a haunting portrait of Queen Victoria in her radiant youth. Inside, the complex spirit balances the characteristic evergreen flavour of juniper with notes of citrus, floral, and spice. When Prince Charles and Camilla were last in Victoria, they received a bottle from Victoria's mayor.

Event particulars are at [www.radioroyalork.ca](http://www.radioroyalork.ca) and [www.victoriaspirits.com](http://www.victoriaspirits.com). For supplementary event details, Vic Gin info, or to enter the royal Look-A-Like competition, contact:

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