



# THE PEOPLE'S QUEEN

After Miss Fiesta is crowned



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Contrary to popular belief, Miss Fiesta San Antonio isn’t just about looking pretty in a sash and crown. The Miss Fiesta Organization is focused first and foremost on education and fostering a healthy sense of confidence in each contestant that participates. Every girl who becomes a finalist receives a scholarship and every girl is transformed into a bit of royalty throughout the process. Finalists are required to meet on the weekends for several months for a training process in etiquette and self-presentation. By the time they are finished not only are they ready for the pageant, they’re ready for the real world in pure ladylike fashion.

The pageant has been held annually since 1950 to select Miss Fiesta. Finalists are judged in an interview and evening gown competition as well as on their creation and performance of a completely original skit based on an important Texas woman. The pageant is held in the Empire Theatre and is the event that can change the course of three girls’ lives in an instant.

Not only will Miss Fiesta San Antonio and her Royal Court attend all of the official events, they’ll be the faces that represent the epitome of our city’s festivities.





Considering that there are 97 organizations involved in Fiesta, the honor requires quite a commitment. In addition to the ten days of local events, Miss Fiesta travels to the Cherry Blossom Festival in Macon, Georgia and the Minneapolis Aquatennial in Minnesota to represent San Antonio. "It gets tiring, but it's such an honor," says former Miss Fiesta 2007, Samantha Garcia. "I got to know so many people and formed so many relationships. I got to go the Canary Islands because the first people that settled San Antonio were from there. That was really neat."

In addition to the regular Fiesta duties, Miss Fiesta is also very active in the San Antonio community. She makes regular visits to nursing homes and elementary schools, and Garcia even participated in the Raul Jimenez Thanksgiving Dinner in 2007. Miss Fiesta speaks to auditoriums of elementary-aged children, visits classrooms and is a regular part of the Rey Feo and King Antonio visits. "The children always want to know how I became Miss Fiesta and they ask if my crown is real," laughs Garcia. She also says that the police escorts when traveling around San Antonio are pretty neat. "The traffic just stops! You're really treated like royalty."

One of the other important aspects of being Miss Fiesta is the Miss Fiesta Fashion Show, which will be held March 26, 2008 at the Doubletree Hotel. Clothing seen on the runway will be furnished by Town & Country Fashions and it will be the first official presentation of Miss Fiesta 2008 and her Royal Court. This is also the single event that serves to fundraise for the Miss Fiesta San Antonio scholarships. Garcia, the immediately former Miss Fiesta, will walk the runway as well as board members and other San Antonio royalty such as Miss San Antonio,

Miss San Antonio Teen and the Queen of Soul.

When asked what she most wanted people to know about Miss Fiesta San Antonio, Garcia says, "Miss Fiesta is the People's Queen. You can be anybody, anybody off the street, and that's okay. No one else puts time into the girls of San Antonio like the Miss Fiesta Organization does. The volunteers choose to devote their time, even when they have jobs and families, to give a girl a chance to grow. It's the most amazing organization that promotes education and the wellbeing of girls."

**It's official: Miss Fiesta San Antonio 2008, Ashley Mayle, has been crowned.** The Miss Fiesta Pageant included 15 finalists—all attending college, all poised, and all vying for the crown. The competition was fierce but the girl that stood above the rest had that extra something special, that x-factor that instilled confidence that she would represent our most beloved of festivals perfectly.

Fiesta 2008 is just around the corner. The next time you see the police escorts stopping traffic, take a closer peek; Miss Fiesta San Antonio may just be inside!

**Ashley Mayle Miss Fiesta San Antonio 2008**



For tickets to the Miss Fiesta Fashion Show, contact Marsha Hendler at 496.9594.