



**FOR IMMEDIATE RELEASE**

Contact: Lisa S. Herman  
[lisa@cordmedia.com](mailto:lisa@cordmedia.com)  
760-409-3086

**SPOTLIGHT 29 CASINO HOSTS “MOST BEAUTIFUL LATINA IN THE WORLD” PAGEANT**  
***USA Finals, September 11 in Spotlight Showroom***

(COACHELLA, CA) July 19, 2010 ... Who is the most beautiful Latina in the United States? To find out, you need to be at Spotlight 29 Casino on Saturday, September 11 at 7pm, as the most beautiful Latina in the country is crowned.

The winner of the US pageant, along with five other finalists, will move onto the International competition held in Las Vegas in October to compete for the world title.

The USA finals will feature 20 first-generation Hispanic ladies born in a Latin country, but currently residing in the states. Some of the countries represented include Mexico, El Salvador and Cuba.

The pageant begins with each contestant being introduced in her native costume. There is also a swim suit, evening gown and question and answer portion in the competition.

The most beautiful Latina pageant will top off a day of festivities at Spotlight 29 Casino. The weekend also marks the 200<sup>th</sup> Anniversary Celebration of Mexican Independence: El Grito. From 5pm – 7pm, live entertainment, food and drink will be in the Showroom. Enjoy a Mariachi band, sample some tequila, a cold Dos Equis or try some of the traditional Mexican fare being served.

Tickets are \$10 for local residents and \$5 for non-locals.

The USA Finals for the Most Beautiful Latina in the World are produced by Player XT and sponsored by Spotlight 29 Casino.

For more information: 760-775-5566.

**About Spotlight 29 Casino:**

Spotlight 29 Casino is conveniently located off I-10, just minutes from all of the desert cities, featuring 2,000 slot machines, including the most penny machines in the Coachella Valley. There is a complete lineup of the most popular table games with flat screen televisions throughout and always a \$5 table. The casino offers a wide variety of entertainment options; a 2,200 seat showroom for headline entertainment, the Blue Bar with live entertainment and an array of dining choices including JEM Steakhouse and the all-you-can-eat buffet at Cafe Capitata. Last year the casino underwent exciting renovations including a new poker room, a high limit slot area as well as a new lounge for Platinum Members. Open 7 days a week, 24 hours a day, the fun never stops at Spotlight 29! Spotlight 29 Casino is a business venture of the Twenty-Nine Palms Band of Mission Indians. [www.Spotlight29.com](http://www.Spotlight29.com), 760-775-5566.

###