



## **Taiwanese entertainer Tsai Kang Yung to be WOW® international judge**

One of Asia's top entertainers will visit New Zealand to be the international guest judge for this year's Montana World of WearableArt™ Awards Show.

Mr Tsai Kang Yung is Taiwan's top television presenter and his tv shows and blogs are seen by million's of people in Mainland China and Taiwan each week. Openly gay, he is known for his flamboyant clothing and is vocal about his love of travel. He once said that travelling is the secret to keeping his love life "fresh and sweet".

"Mr Tsai's profile throughout greater China, plus his unique style and personality, made him an ideal choice to be the WOW international judge," said George Hickton, CEO of Tourism New Zealand. "There is nothing quite like the vibrancy and drama of WOW to capture the imagination of international media, high-profile fashion designers, fashion students and opinion leaders."

Four media from Hong Kong, Mainland China and Taiwan will accompany Mr Tsai to New Zealand to cover his involvement in WOW and his travels around New Zealand. Mr Tsai and his partner will be hosted by Tourism New Zealand's International Media Programme.

Mr Hickton added, "Over the years, Tourism New Zealand has hosted international media from 14 countries including the UK, USA, Australia, China, Thailand, The Netherlands, India and Japan to see the event first hand.

"That coverage has been seen by millions of people overseas and portrays New Zealand as a country that is more than just landscapes; it shows us as a vibrant nation with a sophisticated art scene and an entrepreneurial spirit. There is no other event quite like this on the planet, and the media love that."

'We are delighted that Mr Tsai will be in Wellington to see the show and to judge the Wellington International Award" says Suzie Moncrieff, Founder of WOW. "His love of fashion and creativity will be inspiring and we look forward to showcasing our unique event to him and to the media contingency that are accompanying him".

This year there are entries from Australia, Japan, Hong Kong, India, the Netherlands, United Arab Emirates, the USA, the UK, Canada and New Zealand, which will all grace the stage in September and October in Wellington, New Zealand.

Suzie added "It would be wonderful to see a contingency of garments from greater China adorn the 2010 stage as a result of the media exposure generated from Mr Tsai's visit".

Mr Tsai has high expectations of the quality of the WOW entries. "I expect less of a boundary between arts and design with WOW – I am sure that the WOW entries will 'wow' me," he says.

He also has high expectations of New Zealand. "My friends tell me New Zealand is so beautiful that they want to emigrate there. Their compliments have made me really look forward to the trip," he says.

Mr Tsai is no stranger to big events. He has hosted the Golden Horse Film Festival Awards Ceremony, which are regarded as the most prestigious awards for Chinese-language films outside mainland China.

His best known television programme is 'Kang Xi Lai Le', the highest rating talk show in Taiwan. His humorous and frank interview style has made the show hugely popular with Chinese-speaking audiences across the world on satellite TV and the internet.

Mr Tsai's blog on Sina.com, China's main web portal, has accumulated more than 30 million page views since its launch, and he uses his blog to share his stories of life, work, and travels. Mr Tsai has also written several books about his life experiences, many of which are bestsellers in greater China.