

## **PRESS RELEASE**

*28 February 2018*

### **Arnold Classic Africa Model Search Winner heads for the USA**

The Arnold Classic Africa (ACA) is a wonderful platform for those wishing to launch themselves as a fitness model in the global arena. For the 2017 winner of the ACA Model Search, Hayley Wright, this means jetting off to Columbus, Ohio in the United States to compete in the American leg of the Model Search this coming weekend (3-5 March 2018).

Wright was crowned the ACA Africa winner in May 2017, for embodying the "It factor" which includes being able to project a healthy lifestyle, a fit body, charisma, glamour and a natural affinity for celebrity.

A panel of fitness industry professionals, including magazine editors and photographers as well as talent scouts and agents are among the judges for this exciting component of the larger Arnold Classic event.

According to ACA's Michelle Price, 'Winners of the Model Search become ambassadors for fit and healthy lifestyles and illustrate that the "it-factor" has little to do with life-stage, but rather a commitment to be your best physical self.'

Wright describes herself as 'Mom, wife, fitness model and athlete'. She is an accomplished show jumper and fitness athlete but considers her greatest achievement to be her daughter.

'Hayley emerged victorious after competing with 20 contenders locally and we believe she will do very well in the USA,' says Price.

Aspirant fitness models who would like to compete for the title will have their chance from 18 to 20 May 2018 when the Arnold Classic Africa takes place at the Sandton Convention Centre in Johannesburg for the third year running. For more information about entering, visit:

<http://www.arnoldclassicafrica.com/model-search.html>

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### **About the Arnold Sports Festival**

Named for its co-promoter, legendary bodybuilder and film star Arnold Schwarzenegger, the Arnold Sports Festival USA was founded in Columbus, Ohio, in 1989. The festival has expanded into the world's largest multi-sport fitness weekend since its debut as the Arnold Classic, a one-day professional men's bodybuilding competition. Now celebrated on six continents, the event showcases an increasing number of physical and mental sports, making it accessible and relevant to audiences within and outside of the bodybuilding arena.

### **About the Arnold Classic Africa**

Three years ago, four South African bodybuilding and sports enthusiasts collaborated to make the Arnold Sports Festival a reality on the African continent under the broad theme '*My Sport, My Passion*'.

In partnership with the Gauteng Provincial Government and the SA Sports Confederation and Olympic Committee (SASCOC), Arnold Classic Africa affords athletes the opportunity to compete in an international competition, against participants from all continents, in Africa. Like its global counterparts, the African rendition embraces numerous sporting codes and promotes these through demonstrations, contests, record attempts and sports celebrities over three days each May.

**Media Contact Details:**

**Accompanying social media content:**

***Twitter***

Arnold Classic Africa wishes Hayley Wright the best of luck as she competes in the USA leg of the Arnold Classic Model Search this coming weekend.

***Facebook***

ACA is a great launchpad for those aspiring to be fitness models. Just ask Hayley Wright, our 2017 Model Search winner, who jets off to Columbus, Ohio this coming weekend to compete in the Arnold Classic event there. If you believe you have what it takes to compete in 2018 (a fit body, oodles of charisma, glamour and a healthy lifestyle), be sure to sign up: <http://www.arnoldclassicafrica.com/model-search.html>