



# NYA FRÖKEN SVERIGE

SMART | SJÄLVSTÄNDIG | STARK

## Miss Sweden returns - 2009



*Lina Hahne, 2007*



*Josefine Alhanko, 2006*

During the past year Miss Sweden has been a dormant project. The administrators have spent this time evaluating and collecting impressions and inspiration from around the world - all in order to further develop the concept.

During this time intensive pressure from various channels and interests have shown that Miss Sweden is missed and more and more people have raised their voices asking that the pageant continue. Just now, when in these somewhat darker times, it is more important than ever to brighten up the world with hope, engagement and all the positives that Miss Sweden represents. We think it is important that we once again place in focus sound role models who create faith in the future and trust in one's own abilities.

The doors are now open and the search for the new Miss Sweden 2009 has begun.

For more information, visit [www.frokensverige.se](http://www.frokensverige.se)

“For those who are interested in participating the recruitment of the New Miss Sweden is an adventure that proves that one can conquer the world with the right attitude. New Miss Sweden gives endless possibilities for talented young women to realize their dreams. One year of important and inspirational work awaits. Everyone else can take joy from this fairy tale of success and be a part of the festivities that surround it. “



Panos Papadopoulos  
Initiator of Miss Sweden