

30 OCTOBER 2020 | CROWN PERTH

MEDIA EXPOSURE





Glam-set to have a ball at Boobalicious bash

It's always been the most tantalisingly seductive highlight on Perth's social calender but this year's Boobalicious Ball will be one for the ages, with almost 200 hopefuls on a waiting list. Partygoers will be pleased the annual ball will

Partygoers will be pleased the annual ball will forge ahead under the State Government's COVID-19 phase-four restrictions, and corks are finally at the ready for the big bash on Friday, October 30, at **Crown Perth**.

Organisers have had to navigate the never-ending challenges the pandemic has provided, but tickets are sold out and, it's unlikely any more will be up for grabs.

But the biggest challenge will be to help make

up for the million-dollar shortfall Breast Cancer Care **WA** is looking at following a year of delayed and cancelled fundraising events.

Longstanding major sponsor **Malcolm Day** lauded the event's organisers and said without holding the ball, the charity would be in a significantly worse position.

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"It'll be the biggest event at Crown this year by the looks of it," Day told AAA Weekend.

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"There's plenty of people that want to support
Boobalicious, probably even more so because of
COVID, to let their hair down, party and have a
good night."

Each year, Zhivago designer Lara Kovacevich

donates the dream auction item of a year's worth of gowns. The winning bidder gets first dibs on new collections, archive and custom pieces. Last year, a bidding war saw the package fetch \$52,000. "I think that now, more than every other year people need to come together and support BCCWA... the loss of funding hurts everyone but it doesn't hurt anyone quite as much as it hurts... a charity." Koyaceyich said.

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"It's just going to be a really good opportunity
for everyone to come together and forget about
everything we've had this year, have a good time
and help a charity that's really in need at the
moment."



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