

BOOBALICIOUS BALL

MEDIA

EXPOSURE



Kasey Allen, Ramon Israel & Simone Colella

Boobalicious Ball

Perth's most seductive charity event saw a raucous ready crowd ascend into Crown Towers ballroom for the 18th annual Boobalicious Ball for Breast Cancer Care WA. With this year's theme all things Prohibition and Gatsby, guests were transported to the roaring 20s with town criers waving newspapers about and "cigarette girls" offering up fake cigars. Sequins and tulle stood out on the red carpet, but it wasn't the guests delivering the most shocking moments of the night as once again the Simone Perele lingerie parade raised the roof with a wild and sassy runway show. Models and dancers strutted down the catwalk in choreographed routines to a party soundtrack with everything from Betty Boop to AC/DC's Thunderstruck. BCCWA chairman and ball founder Malcolm Day said \$211,000 was raised at last year's event. While the official tally for 2021 is still being counted, organiser Peta Evans announced the event had hit a total of \$2 million raised over its long history.

Pictures John Koh



Jade Ellis
& Rhianne
Miller



Mollie
White

Essa Dee & Chris Wilkin



Peta Evans & Malcolm Day



Christal Papineau &
Mia Lomman



Kymba Cahill



Pove Than-Whall &
Tim Whall

Boobalicious ticket rush

Perth's sexiest black-tie event will be going off with a bang this year after selling out in record time.

The 18th annual Boobalicious ball has seen 815 excited guests snap up the entire ticket allocation in just two weeks, more than seven months ahead of the event, to be held at **Crown Towers** on October 29.

The glitzy social affair, which includes an impressive lingerie fashion show, raises funds for Breast Cancer Care **WA**, with \$210,000 donated to the charity last year.

Event manager **Peta Evans** has helmed the ball, fronted by former Adultshop boss **Malcolm Day** since 2003, when her son was just 15 months old.

Evans said it was surreal that this year he would be a guest at her table.

"We are overwhelmed and humbled by the support and generosity for our event, and the fact it has sold out 7 ½ months beforehand," she told AAA.



Big bucks for Boobalicious

Some very generous punter has paid \$20,000 for two tickets to the annual Boobalicious Ball.

It was announced on Sunday that chairman of Breast Cancer Care **WA** **Malcolm Day**, pictured with Zhivago's **Lara Kovacevich**, would be auctioning off the very last tickets in town, and two seats at his table with an auction starting on Monday.

A fierce bidding war began as soon as the auction opened, but less than 24 hours after its start a mysterious bidder chose to snap up the tickets immediately, choosing a "buy it now" option at the top price of \$20,000.

The event, to be held on October 29 at **Crown Towers** sold out within days, with just over 950 lucky partygoers expected to attend the charity fundraiser and lingerie parade for BCCWA.

4

CONFIDENTIAL

with Krystal Sanders, Rangli Hirini and Stephanie McKenna



Malcolm Day with models
Ash Toseski and Isabelle
Mahon at Crown. Picture:
Justin Benson-Cooper



Roaring 20s bash just the ticket

For those desperate to get their hands on tickets to the sold-out Boobalicious Ball next month, you better have deep pockets as there are two tickets going to the highest bidder.

There are already 500 people on the wait-list for the annual sexy soiree on October 29 at **Crown Towers** Ballroom, which raises money for Breast Cancer Care WA.

Perth businessman **Malcolm Day** — also the chairman of BCCWA — is going stag this year after his recent high-profile split, and has decided to offer up two seats on his table on the night as his special guests.

The seats will be auctioned off via the Boobalicious website, starting at 8am on Monday, October 4, and closing at 5pm on Saturday, October 9.

Day, the former owner of **Adultshop.com**, says the ball has raised more than \$1.8 million since its beginning, and hopes that selling the seats helps kick-start what will be a record-breaking night of philanthropy.

"Given I'm going solo this year, we thought it was a great way to raise extra money for Boobalicious and Breast Cancer Care WA," Day told Confidential.

"Last year we raised \$211,000 and we want to beat that. That's our goal. We want

to get over the \$2 million mark."

This year is the first time that event manager **Peta Evans** is announcing the theme — usually a closely guarded secret — ahead of the night. A rip-roaring, prohibition-style bash is awaiting the 950-plus crowd, who will enjoy an evening of extravagant entertainment and a lingerie parade by **Simone Perele**.

Roaring 20s glam, with fringing, sequins, and headbands, is encouraged, or revellers can stick to high-voltage glamour.

The event is so widely anticipated, that organisers will be tightening up security after gate-crashers tried to sneak in last year.

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