The fact that Colombia is a country of beautiful queens and women is ratified every year during the National Beauty Pageant held in Cartagena. A garland of contestants from every corner of the country has already arrived in the "Heroic City" to compete for the scepter and tiara in this 75-year old event.

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Twenty four contestants are already in Cartagena

Twenty four contestants from an equal number of departments will deck the streets of Cartagena from October 31 to November 16, 2009. On the final day, the successor of Michelle Rouillard, the present queen, who represented the department of Cauca in last year's version, will be elected and crowned.

Seventy Fifth Anniversary of the National Beauty Pageant

The National Beauty Pageant coincides with the celebration of Cartagena's Independence Feasts on November 11. Various popular cultural expressions fuse with the events and parades in which the contestants participate, filling with festiveness the city's inhabitants and the thousands of visitors who come at this time of year to the capital of the department of Bolívar.

Colombia obtained the Miss Universe title with Luz Marina Zuluaga and four runner up titles with Paola Turbay, Paula Andrea Betancur, Carolina Gómez, and Tatiana Vargas.

As a novel attraction, this year, Cali and Medellín enjoyed the charms of the contestants during the photo shoots of the traditional Minicromos, a series of activities sponsored and planned by Cromos magazine in these cities. Aside from allowing the public to admire the candidates, the Minicromos was an excellent opportunity to highlight the architectural attractions of the cities used as settings.

Aside from her commitment to work for diverse social projects and charity fashion shows, the

winner of the National Beauty Pageant will win handsome prizes awarded by the event's sponsors.

Naturally, the winning beauty obtains the right to represent Colombia at the Miss Universe contest, the world's most important event of this nature, where Colombia obtained first place with Luz Marina Zuluaga and four second places with Paola Turbay, Paula Andrea Betancur, Carolina Gómez, y Taliana Vargas.