

THE 70<sup>TH</sup>  
**MISS \* UNIVERSE**  
COMPETITION

EILAT, ISRAEL

**“70<sup>TH</sup> MISS UNIVERSE COMPETITION®” TO AIR LIVE AROUND THE WORLD ON DECEMBER 12, 2021 AT 7 PM EST, FROM EILAT, ISRAEL**

*Israeli Singer and International Star Noa Kirel Set to Perform.*

**NEW YORK, NY (October 27, 2021)** – The Miss Universe Organization, the Israeli Ministry of Tourism and the city of Eilat today announced that the 70<sup>th</sup> MISS UNIVERSE® competition will air live from Eilat, Israel on December 12, 2021 at 7 p.m. EST. Israeli singer and international star, Noa Kirel, will perform at the competition.

“I’m so excited and honored to be performing at Miss Universe,” said Kirel. “By believing in themselves and fearlessly chasing their dreams, these women from around the world live and breathe the values of the Miss Universe Organization, and I can’t wait to share this celebratory moment with all of them on this incredible global stage.”

This year’s competition will also feature two other contestants from the region: Miss Universe United Arab Emirates and Miss Universe Morocco. This will mark the first time that a delegate from the United Arab Emirates has competed in the competition. Additionally, Miss Universe Morocco returns to the competition for the first time in over four decades.

“Despite the challenges the COVID-19 pandemic placed in our path, we knew how to maintain the balance between health and the economy, to bring tourism back to Israel,” said Israeli Tourism Minister Yoel Razvozov. “We needed to create tourism anchors that will promote and present Israel to the world as a vaccination nation that invites tourists to visit. The Miss Universe pageant is without doubt an important and significant anchor of this plan.”

The organization also unveiled details for the competition’s venue, a state-of-the-art, bespoke arena. The custom “Universe Arena,” which was imported from Portugal, rises to a height of 16.5 meters and has the capacity to hold over 70 tons of equipment. The building is treated to accommodate television filming and contains a stage and approximately 5,000 seats.

Senior members of the Miss Universe Organization were in Israel throughout October to tour the country and attend planning meetings. They met with Mayor of Eilat, Eli Lankri, and closely supervised the infrastructure and construction work of the Miss Universe complex.

“The choice of Eilat will continue to strengthen its position as a leading international tourist city,” said Lankri. “Hundreds of millions of spectators around the globe will be able to enjoy the rare beauty of the city of Eilat and its spectacular sites. ”

The contestants’ will arrive in Israel ahead of the competition to explore all the host country has to offer, beginning in Jerusalem and ending their trip in Eilat, where the competition will take place.

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The competition, in addition to celebrating the past 70 years of championing strong women and their platforms, will also shine a spotlight on the issue of global warming as part of a green agenda that corresponds with the values of the host country. Using the Miss Universe platform, the December 12<sup>th</sup> production will highlight both the bold contestants of the past and the social and global issues they faced in their time, and the fact that climate change is on the world agenda for the next generation of women. The broadcast will aim to raise awareness amongst the hundreds of millions of spectators, with the hopes of inspiring action in contestants' community.

"As a company that has the distinct advantage of bringing a global spotlight to world issues, I look forward to showcasing both how our contestants can make a difference in their communities and around the world," said Paula M. Shugart, president of the Miss Universe Organization. "I know that the city of Eilat will provide a great space for our contestants to learn and grow together."

Tickets for the live telecast, the preliminary competition and the iconic National Costume Competition will go on sale by November 15. Press interested in covering the show, both virtually and in-person, can apply [here](#).

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**About The Miss Universe Organization:**

The Miss Universe Organization (MUO) is a global community that empowers women to realize their goals through experiences that build self-confidence and create opportunities for success. MISS UNIVERSE®, MISS USA®, and MISS TEEN USA® programs provide the 10,000 women who participate annually an international platform to affect positive change through influential humanitarian and professional efforts. The contestants and titleholders are leaders and role models in their communities, develop personal and professional goals, and inspire others to do the same. The Miss Universe Organization is an Endeavor company. To learn more, visit [www.missuniverse.com](http://www.missuniverse.com).

**ABOUT NOA KIREL**

As a showstopping vocalist, clever lyricist, dynamic dancer, and scene-stealing actress, Israeli pop superstar Noa Kirel presents a different kind of story for popular music and culture. Cited by *The Hollywood Reporter* as "Israel's biggest pop star," she has emerged as an influential and inspirational force. Growing up in a suburb of Tel Aviv, Noa was born with one kidney, developing a will to endure at a young age. The youngest of three kids, she gravitated towards dance at just three-years-old, taking classes and studying the artform. Organically, she sang and penned music of her own inspired by multi-hyphenates such as Beyoncé and Jennifer Lopez. At 14-years-old, she unveiled her debut single "Medabrim" ("Talking") and exploded as a phenomenon in Israel. Successive Hebrew-language smashes followed such as "Million Dollar," "Pouch," "BLING BLING," and more. In 2018, in between picking up the MTV EMA in the category of "Best Israeli Act" four consecutive years in a row, she joined the panel on *Israel's Got Talent* as the youngest judge in the show's worldwide history. Like most Israeli 18-year-

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olds, Noa enlisted in the Israeli Defense Force (IDF) in 2020 and by the end of the year, she impressively landed a deal with Atlantic Records as well as a feature film produced by Picturestart. At the same time, she grew her brand across the board as the face of Samsung, Fila, Mac, and Keff in Israel. Now at just 20-years-old, she is expanding her vision yet again with her first-ever English-language singles “Please Don’t Suck” and “Bad Little Thing” plus more new music on the way.

**About Eilat:**

Eilat, Israel's southern gateway, is an oasis on the shores of the Red Sea, a meeting point for the sun, desert, and sea, and a crossroads between four countries and three continents. Eilat offers spectacular natural landscapes and tropical crystal clear sea waters with thousands of species of fish and corals. Eilat is a leading tourism and leisure destination and home to some of the most luxurious hotels in Israel. Hosting 3 million domestic and international vacationers annually, Eilat offers over 12,000 hotel rooms of all price categories. Experiences include desert and sea attractions, diving in the magnificent Red Sea Gulf, jeep tours, walking tracks, and vibrant nightlife. The city also boasts worldwide recognition as a venue for major conferences and festivals. The City of Eilat invites you to come and enjoy the perfect holiday experience and all that Eilat has to offer.