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Actress Roselyn Sanchez to Unveil Customized Mercury Milan Voga at Miar Fashion Week

PR Newswire

MIAMI, May 4 /PRNewswire/ -- Style seekers flocking to Miami Fashion Week(R) are getting a taste of Latin flavor automotive design. During a kick-off event, Mercury will debut a customized version of its new Milan sedan -- the Voga -- designed with Latinos in mind.

After sharing the spotlight with fashions from some of Latin America's top designers, the Milan Voga will be auctic benefit MANA, A National Latina Organization, committed to empowering Hispanic women. Actress Roselyn Sanch be on hand to represent MANA and help pull the wraps off this one-of-a- kind sedan.

"The Mercury Milan is designed for the young, savvy individualist whose personal style is shaped by fashion, new technologies, and the discovery of new and different ideas," said Mercury Brand Manager Kim Irwin. "Nuevo Latin Latinos are an important part of this group, and they express their individuality through these 'passion points.' Sponsoring Miami Fashion Week provides Mercury with an ideal opportunity to connect with fashion-savvy Hispan consumers as well as giving back to the community."

Miami Fashion Week - Mucho Por Descubrir

Mercury is the official automotive sponsor of the 8th annual Miami Fashion Week. The premiere fashion event brir America to Florida to preview their spring 2007 collections. Mercury's sponsorship includes hosting a kick-off ever Harper's Bazaar en Espanol at The Fifth in South Beach.

Mercury also has teamed with Terra.com to sponsor the official website for Miami Fashion Week. Fashion fans can http://www.terra.com/mujer/miamifashionweek2006/ for a close-up look at the week's events. This is the sixth y Hispanic portal, has partnered with Miami Fashion Week. The event runs from May 6 through May 9.

Throughout the week, promotions will be taking place for the Mercury Milan Fashion Sweepstakes, a national onlir shopping sprees to participants who register at http://www.mercuryfashion.com/ or http://www.estilomercury.co to \$5,000 in prizes with 13 weekly drawings of \$100, a \$700 First Prize and a \$3,000 Grand Prize Visa Check Car

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One of a Kind - Mercury Milan Voga

Already known for its sophisticated flair and distinctive good looks, the st customized to capture the spirit of the Hispanic culture. As its name sugg for consumers who are looking for a vehicle that is undeniably en vogue.

"To customize the Milan Voga for this style-conscious customer, I wanted Miami's passion and flair," said designer Camilo Pardo, who developed the sponsorship of Miami Fashion Week. "From its sleek, lowered stance to its metallic Mar Azul exterior and rich Arena interior -- the Milan Voga signal:

Pardo is the designer of the critically acclaimed Ford GT supercar. In addi design, he is also an accomplished fashion and furniture designer. Twelve

designs -- including two inspired by his work on the Milan Voga -- are being featured at Miami Fashion Week. Parc featuring Mercury cues, will be on display during the event.

Milan Voga Charity Auction Gives Back to the Community

All proceeds from the auction of Mercury's Milan Voga will benefit MANA, the largest national pan-American memnt and improve the lives of Latinas through leadership development, community service and advocacy. Members of f professionals, homemakers and college students who align with a group of consumers that Mercury calls "Nueva l Hispanic women. All proceeds from the online auction will be distributed in the form of Mercury scholarships and f

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affiliates in key Hispanic markets.

Consumers can pre-qualify for the online auction of Milan Voga by visiting <http://www.ebay.com/milan> . The auction starts on June 13 and will run for 10 days.

Actress Roselyn Sanchez, star of TV's hit series "Without a Trace," is teaming with Mercury to support the auction and will personally deliver the Mercury Milan Voga to the winning bidder.

"We applaud Mercury for supporting the advancement of Latinas through this generous donation to MANA," said A President and CEO of MANA. "Our mission to empower Hispanic women in this country is only possible when combined with vision and commitment to give back to the community."

"We're pleased to be able to donate proceeds from our Mercury Milan Voga auction to support MANA and the Hispanic community." Mercury

Web site:

<http://www.terra.com/mujer/miamifashionweek2006><http://www.mercuryfashion.com>/<http://www.estilomercury.com>

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