



Royale DJ's Joshua Evangelista, Pjay and Tommy T



Royale movers Manny Legaspi, Elgin Zulueta, DJ Mia and Antoinette Taus



Asian Journal Lifestyle Writer Elgin Zulueta, Hazel Lodevico and Lorna Navales of 13 Minutes



Artists Jaja Dario and Leandro Munoz featured at Royale

The Royale Treatment

by **ELGIN ZULUETA**
AJPress

ROYALE... Highlighting Manila's Elite Nightlife, the kick-off party launching a series of social events geared towards reconnecting to the good times in Manila and Los Angeles through social networking was held at the ultra chic The Boulevard Lounge at West Hollywood last Saturday, March 28, produced and organized by Elite Media.

What sets an event apart from other events? Is it the venue? Sounds? Décor? Guests? All four are essential, there is no doubt. However, they only play a secondary role, a means to an end. They set the stage for the main attraction, and this is what makes it unique from the rest. What truly sets an event apart is the mission, the goal it aims to achieve, and the meaningful message it seeks to deliver. It is what is not seen, but felt. Guests may arrive out of curiosity or expecting nothing more than another party like hundreds of other parties they have attended, yet leave inspired with a new found sense of purpose humming in their hearts and minds. That's what really counts. That's what ROYALE is all about and that sets ROYALE apart from the rest!

ROYALE is and for the Filipino Community and Asian Americans, whose mission is to be the premiere social group having a strong commitment to excellence in professional development and cultural awareness through fellowship, events, and professional networking. Their main principle is a unified sense of commu-

nity. They intend to provide an opportunity for Filipinos and Asian Americans to develop, refine, and reach their full potential as artists in visual arts and music by facilitating increased interaction, communication, and exchange of ideas to raise awareness and the perception of Filipinos and Asian Americans.

The launching was hosted by yours truly, also one of the producers and organizers of this enormously successful event. Guests rocked to the masterful spinning of Celebrity Pinoy DJs Josh Evangelista, Pjay, and Tommy T inspired by tunes highlighting Manila's elite nightlife. Adding to the glamorous party atmosphere was an exhibit of Filipino painter Jaja Dario's Art of The Spheres artwork.

Supporting the event were Antoinette Taus; Helena Belmonte; Film Director Donna Rosario, DJ Mia Guzman Atty. Mel Avanzado of PABA; Philippine Target Shooting Intl Champion, Valerie Levanza-Rosales; actor Leandro Munoz; and Oscar fashion designer, Alexis Monsanto. Fil-Am headliners 3MCplus; PABA; Department of Tourism-Los Angeles representative, Mitchelle Dy; and the uber magazine couple publishers, Lorna Navales and Quinn Bui with managing editor, Hazel Lodevico, of 13 Minutes Magazine were also seen.

This event was produced and organized by Elite Media and sponsored by Atlas Shippers International, Happy Kristine Couture, Rodrigo Alcover Hair and Makeup, and Akima Designs. Partnering media sponsors were 13 Minutes Magazine, LA Pinoy, Filamnation.com, Pnoyapprel.com, and 3mcplus. Special thanks to Royale's official photographers Alex Magallanes, Paul Cabilgao, and Katsi del Rosario.

ROYALE has definitely set the bar! This event was a supremely stunning accomplishment. Watch out for www.royalenightlife.com coming up very soon! ☺

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1 large tray noodles
1 large tray chicken inasal or garlic chicken
1 large tray beef
1 large tray seafood
1 large tray vegetables
FREE: 1 medium tray embutido
1 medium tray of dessert
(Choice of cassava cake, bica, or fruit salad)

\$345 (Good for 50 persons)
1 small tray lechon kawali
1 large tray noodles
1 large chicken inasal or garlic chicken
1 small tray beef
1 small tray pork
1 small tray seafood
1 large tray vegetables
FREE: 1 small tray embutido
1 small tray of dessert
(Choice of cassava cake, bica, or fruit salad)

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