



What Sonny Is Wearing
Jacket: Lief Horsens
Shirt: Blu by Polifroni

Story by Jessie Gurniak | Photo by Pat Scandale

SONNY BORRELLI

Sonny Borrelli is a dynamic leader in the world of Canadian pageantry, currently serving as the National Director of Miss Universe Canada. With a deep passion for empowering women and boosting confidence, Sonny plays a pivotal role in Canada's pageantry industry.

His journey in pageantry began in the early 2000s, and his dedication quickly earned him a leadership role. Before stepping into a national position, Sonny was actively involved in regional competitions. As a native to Windsor-Essex, he is thrilled to be bringing the Miss Universe Canada pageant to Windsor this year. As contestants from across Canada gather to compete for the coveted title, Windsor will become a focal point for beauty, talent, and empowerment. The competition will not only highlight the achievements of remarkable young women but also showcase Windsor's vibrant culture and welcoming community.

Under his leadership, Miss Universe Canada aims to break new ground, attracting a diverse and talented group of participants who embody intelligence, resilience, and grace. His vision is to grow the competition's prestige while ensuring that it remains a powerful platform for empowerment and advocacy. Sonny is committed to making the 2025 Miss Universe Canada pageant a landmark event, not just for the contestants but for the entire Windsor-Essex region. By bringing the national spotlight to Windsor, he hopes to inspire young women across the country to step forward, share their stories, and embrace the opportunities that pageantry offers.

Prelims for the pageant will take place on August 7th at the St. Clair Centre for the Arts, and the competition itself will be on August 9th. Tickets will be available online or at the venue box office.

Aside from pageantry, Sonny's experience extends to hosting events and competitions of all kinds. From emceeing weddings and charity events to volunteering his time to host numerous community initiatives, Sonny has always given back to the city. His engaging presence and dedication to service are qualities that translate seamlessly to a national stage. Sonny Borrelli has a flair for the theatrics and a love for a good audience. He is proud of what he has accomplished and can't wait for Windsor to see it on the National scale.



MISS UNIVERSE CANADA