



BEACON

WHAKATANE BEACON • ENLIGHTENING THE EASTERN BAY SINCE 1939

WIN

A pack of Queen icing

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Apology expected to draw big crowd



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Family re-united with precious blackboard



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Rugby stand-off splits the Bay

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Iti in tutu goes viral

Megan Hunt
Staff reporter

AN angel has fallen out of the sky and landed on a chopper at Ruatoki, or so it seems.

An image of Tuhoe activist Tame Iti, shot as part of the 2015 Pink Angels Calendar, was released onto social media on Sunday night – much to the surprise of the calendar's organisers.

The calendar will feature 13 Eastern Bay men dressed in fluffy pink tutus and wings to fundraise for the East Bay Breast Cancer Support Network.

Organiser and tutu maker Shelley Waghorn planned to keep the images a secret until the calendar's release at the annual Whakatane fashion parade and garden party on November 2.

Mr Iti said the image was post-

ed on Facebook and Twitter by his son, who administered his social media pages.

After he talked to Mrs Waghorn on Monday morning he planned to have the image taken down. However, interest had already spread from the Eastern Bay to a national and international audience.

By yesterday afternoon the image had gone viral and been shared 1600 times over Facebook and generated 5000 likes.

He said he was "amazed" at the response to the image. He took part in the project as part of his contribution to the community.

Mrs Waghorn said the network had planned to show "bits and pieces of the images, like teasers".

"It wasn't going to be a whole photo, but now that it's out there it has created some great momentum."

From the hundreds of positive and supportive online comments organisers could see the image, taken by photographer Troy Baker, was doing everything they wanted, she said.

Mr Baker said he was pleased to be able to donate his time and skills to such a worthy cause. His mother passed away from cancer recently.

Mrs Waghorn said the models represented bravery and support, and all the men she approached so far had said "yes".

The other Eastern Bay models would remain secret until November but came from a variety of backgrounds, including sport, business, and the medical profession.

Mrs Waghorn said she still had three months for which she had no models and she was looking for subjects.



PINK ANGEL: This photo of Tame Iti, taken for an Eastern Bay 2015 Pink Angels Calendar, was inadvertently released and has created widespread social media interest. Photo Troy Baker