



Vijaya Corea

National honour for Vijaya Corea

household name. The Kiddies Corner was his turning point and from then onwards he climbed the golden ladder of success; and today who doesn't know Vijaya Corea? - Broadcaster, Compere, Evangelist, you name it and it is Vijaya.

Q. How did you join the staff of Radio Ceylon?

A. "In the year 1964, I was cycling home and it began to rain and I stopped under a bus stand for shelter when another announcer - Joe Sothinathan, who was attached to the National Service of Radio Ceylon - vaguely recognized me as coming there and suggested that I apply for relief announcing, probably having recognized that I had a flair for it. I asked him how I could do it, and he asked me to get a copy of a gazette from the post office. The rain had only to cease and I headed straight for the post office. I applied quietly without telling anyone at home, since they would have discouraged me, thinking there was no future in that occupation. At the interview to fill five vacancies, out of 350 applicants, I succeeded in coming 1st. That's how I got in.

He followed in the footsteps of legendary broadcasters such as Tim Horshington, Mil Sansoni, Barry Whittington, Livy Wijemanne, and others known for their excellent command of the language and pronunciation, yet with a style of his own and choice of music which endeared himself to his listeners. Whilst still a relief announcer in 1964, within 6 months he received the offer to voice his first commercial programme sponsored by Zellers Confectioneries.

From there, he went on to doing the hitherto unbroken record number of 16



by Yvonne F. Keerthisingha

sponsored programmes per week. Such was the demand for his voice and style. So out went Accountancy and in came his brilliant career in broadcasting!

Whether on 'air' or 'live' on stage, Vijaya's resonant voice, together with an excellent command of the language and outstanding style of presentation, earned for him thousands of fans, both here and abroad, especially in parts of India where

the All Asia service was transmitted from Radio Ceylon.

Many recall how they eagerly looked forward to Vijaya presenting 'The Morning Show' on air. I remember, he opened the early morning transmission with the right kind of bright music such as 'In the mood' which certainly put the listener in the right mood. He was selected the most popular broadcaster at every popularity poll conducted by newspapers. He was an excellent news caster as well.

He has also fostered local talent by bringing to the limelight many groups and talented musicians such as the Moonstones, Gypsies, Golden Chimes, Clarence Wijewardena, Annesley Malawana and others too numerous to mention. He is also responsible for introducing the idiom of music now known as Sinhala Pop, through his programmes. This he did notwithstanding much criticism and opposition at that time.

His first assignment as a compere, he says, was the 'Harcross Ball' organized by Harrison and Crossfield held at the Lotus Room of Hotel Taprobane



Vijaya with his family at the 25th wedding anniversary



Vijaya as a 6 year old boy

al show at the inauguration of the 5th Non-Aligned Summit Conference in the year 1976. This was telecast 'live' around the world and with it he qualified himself to be Sri Lanka's first TV Presenter.

When Air Ceylon changed over to Air Lanka, he was selected by a foreign Advertising Company to present the promotional campaign introducing the airline to its European and far eastern destinations, and was highly commended for the manner in which he handled it. His career in radio culminated with his appointment as Director General of the Sri Lanka Broadcasting Corporation.

To touch on his family life: He is happily married to Ranjini - the girl of his choice - and is the proud father of a son, Viran - also a well known compere and lawyer - and qualified Psychologist/Counsellor daughter, Sashika.

When I popped the question: "To whom do you owe your success?" he answered: "To God first for the love He has for me, my mother who nurtured me, and my family who stands with me".

Vijaya, good luck to you in all your endeavours!



Jamie-Lynn Sigler

Jamie-Lynn Sigler was among the guests who yukked it up for the cause at Stand Up For A Cure: Jerry Seinfeld Live In Concert, held at the WaMu theater at Madison Square Garden in New York City.



Molly Sims

Molly Sims added some star power to Bravo's first-ever A-List Awards, held at the Hammerstein Ballroom in New York City. Lance Bass, Lauren Hutton and model Jessica Stam were also on hand for the trophy ceremony, hosted by comedienne Kathy Griffin.

Eva Mendes

After celebrating pal Francisco Costa's big win at the CFDA Awards, Eva Mendes went casual chic for an evening out in New York



Emmanuelle Chriqui

Emmanuelle Chriqui showed off her flawless form in a one-shouldered frock at a special screening of You Don't Mess With The Zohan, held at the Ziegfeld Theater in New York City. Zohan himself, Adam Sandler, also hit the red carpet to hype the hairdresser comedy.



Jenny McCarthy and Jim Carrey

Super-couple Jenny McCarthy and Jim Carrey hit the steps of the U.S. Capitol Building in Washington, DC for the Green Our Vaccines march to raise awareness about the toxins found in some vaccines



Rumer Willis, Kristin Cavallari, Wilmer Valderrama and Christina Milian Fab foursome Rumer Willis, Kristin Cavallari, Wilmer Valderrama and Christina Milian celebrated their new Op campaign launch with a party at a private estate in Beverly Hills.



Victoria Beckham

After wowing the crowd at the 2008 CFDA Awards, Victoria Beckham donned her a daytime chic ensemble to hit the streets of New York City.

Michelle Trachtenberg

A day after tearing up a racetrack in California, Gossip Girl Michelle Trachtenberg headed east for a 2008 World Ocean Day celebration hosted by La Mer and Oceana at New York City's Rockefeller Center.

