Pia Wurtzbach's message to Miss Colombia: 'I'm very sorry, I wish her well'

MANILA, Dec 21 (Mabuhay) --Miss Philippines was named Miss Universe Sunday in a drama-filled turn worthy of a telenovela.

The pageant's host, comedian Steve Harvey, misread his cue card and initially announced Miss Colombia, Ariadna Gutierrez, as the winner.

She was briefly, very fleetingly, crowned in Las Vegas and started the customary smiling and waving.

But not for long. As she blew kisses at an adoring and ecstatic crowd, Harvey awkwardly delivered a shocker.

"OK folks, I have to apologize. The first runner up is Colombia."

"Miss Universe 2015 is Philippines," he added as the music began anew, with the Colombian contestant left like a deer in headlights and the actual winner, Pia Alonzo Wurtzbach, looking stunned and mouthing "What?"

And all on live television with millions watching from Manila to Manchester. "Listen folks, let me just take control of this," Harvey stammered as a perplexed audience held its breath, cheers mixing with boos.

"This is exactly what's on the card. I will take responsibility for this. It was my mistake, it was on the card," he said. "It was my mistake, still a great night," added the talk show host.

"Please don't hold it against the ladies, please don't" he pleaded. "We feel so badly but it's still a great night. Thank you all."

The glittering crown was then promptly placed on Alonzo Wurtzbach's head and that was that.

Not so on social media where the awkward mistake spread like wildfire, with the #MissUniverse2015 hashtag trending.

"People are human, mistakes can happen. Luckily some have the bravery to own it & take a step to correct it. Hugs to #MissUniverse2015 wow," tweeted Audrey Bolte, who described herself as Miss Ohio USA 2012.

Alonzo Wurtzbach told reporters after the ceremony that she wished the jilted winner well.

"I'm very sorry, I did not take the crown from her and I wish her well in whatever she wants to pursue after this pageant," she said.

The contest is wildly popular in Latin America and much of Asia. (MNS)

Malacañang hails Pia Wurtzbach's Miss Universe win

MANILA, Dec 21 (Mabuhay) --

Malacañang on Monday congratulated newly-crowned Miss Universe 2015 Pia Wurtzbach, calling her victory a "tremendous source of pride" for the Filipino people.

"In bagging this victory, Ms. Wurtzbach not only serves as a tremendous source of pride for our people, but also holds up the banner of our women and of our country as a true representative of what the Filipina can achieve," presidential spokesperson Edwin Lacierda said in a press statement.

"Indeed, this triumph is the result not only of her beauty but also of her passion for positive change, as one who is confidently beautiful with the heart," he added.

Lacierda noted that the Philippines waited for 42 years before another Filipina was crowned Miss Universe.

Wurtzbach is the the third Filipina to win the crown after Gloria Diaz and Margarita Moran.

Malacañang also praised Wurtzbach's elegance and graciousness mid much confusion after host Steve Harvey initially announced Miss Colombia Ariadna Gutierrez as the winner.

"In the first few moments of the original announcement, she showed tremendous poise and control, and even more tremendous graciousness when the real verdict was finally announced," said Lacierda. (MNS)