

COMPANY PROFILE

MS. AMERICA ® PAGEANT



Bridget Cleary
Ms. America 09-10



Jane Park Smith
Ms. America 07-08



Deborah Nelson
Ms. America 06-07



Vida Samadzai
Ms. America 05-06



Deana Aburto
Ms. America 04-05



Susan Jeske
The first Ms. America

The Ms. America ® Pageant is for women 26 years of age and up who are single, divorced, married, widowed or a single parent. The 2009-10 pageant was based on 4 areas of competition: Evening Gown, Interview, Sports Wear and On-Stage Question. The average annual income of each contestant is \$50,000.

HISTORY

The Ms. America ® Pageant was founded in 1997 by Richard Simon from Houston, Texas. The first pageant was held on December 4, 1997 at the Luxor Hotel in Las Vegas. Contestants competed representing their state in the pageant. Susan Jeske from Colorado was crowned the first Ms. America ®, winning \$75,000 in cash and prizes. Ms. Jeske became the owner of the pageant in 1999.



TRADEMARK

The Ms. America ® Pageant is a registered federal trademark with the USPTO in Washington DC since February 2000. Legal representation is: Orrick, Herrington & Suitcliffe in Irvine, California.

MISSION STATEMENT

The pageant Mission Statement since 1997 is to “*Empowering Women Across The Nation & Around The World.*” The Ms. America ® Pageant has been developed to:

- Promote and honor women.
- Help to advance their careers.
- Empower and enrich women’s lives across America and around the world.
- Encourage personal growth and individual development that is cultivated by ones preparation and participation in the pageant.
- Endorse and promote products and services that improve the lives of others.
- Use the “*Crown For A Purpose*” to support and encourage their involvement in social and humanitarian causes across America and around the world.