

# MEDIA

# KIT



# A Pageant With Purpose

Our mission is to crown women who are the "total package:" Smart, strong, passionate, committed to their communities and have an inherent desire to make a positive impact on the world, and improve the lives of other women...but most importantly, we're a fun family to join on the adventure of a lifetime!

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*We recruit women from all over the United States and around the world, so we can make a global impact in our mission to improve women's lives through action, leadership and philanthropy.*



# How BIG is the pageantry industry?

*You would be surprised!*

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**\$5B**

*\$5 Billion*

YES. Pageantry is a \$5 BILLION dollar annual industry in the United States alone. More than twice that globally.

HOW MANY?

**2.5M**

*2.5 million*

It is *conservatively* estimated that 2.5 million girls and women participate in pageants in the United States alone each year!

AGE RANGE

**60+**

*0 to 60+*

Pageantry is one of the only "sports" that women can continue to compete in from babyhood to adulthood, and retention is high. Our pageant caters to women 18+ with no "aging out."

# How we market

Utilizing social media, we have a national and global reach with more than *125,000 aggregate* followers, and that number is growing daily across platforms. With likes and shares, we reach several times that annually.

"Pageant Girls" are consummate marketers; many of whom work in sales, marketing, advertising and social media consulting.

*Translation: They are seen, heard and their opinions are valued.*



- Our contestants have an *average of 15,500 followers each* across platforms including Facebook, Instagram, YouTube, Twitter and LinkedIn - across the US and worldwide.
- Our Web site receives consistent traffic from all over the world. With an average of 1,650 unique visitors every 90 days (and growing), we're seeing visitors from coast to coast and around the world including Australia, Canada, China, Ghana, Iceland, India, Japan, Germany, Malaysia, New Zealand, Poland, South Africa, Sweden, the UK and Vietnam.

# Crowns & Philanthropy

*These two go together like "peanut butter & jelly" or "peas & carrots," as Forrest Gump would say!*



## **National & International Queens**

We crown two queens per division: Miss (18-39 unmarried or married), Ms. (40+ married or unmarried) and Mrs. (18+ married). Each contestant is competing for either the USA or Continental Worldwide titles in Interview, Fitness, Runway Fashion, Evening Gown and On-Stage Question. Allowing married women in each division gives more women the opportunity to share their stories, strength, passions, beauty and commitment to their communities, states, regions and countries on global platforms.



## **People's Choice Award: Rooted in Philanthropy**

This non-mandatory competition allows each contestant to earn "votes," which are cast at \$5 each. She with the most "votes" is crowned with a replica of Princess Diana's Cambridge Lover's Tiara in the charitable spirit of the People's Princess. She also receives a sparkly sash, but most importantly, she gets to donate her "votes" to the charitable organization of her choice. The balance of the NET proceeds are donated to an organization that aligns with our mission to improve women's lives.



## **Annual Diamonds & Pearls Gala**

This is not just another reason to dress up during pageant weekend! It's an awards gala at which we announce and crown our People's Choice winner and present her with a big check for her non-profit organization of choice; and award a non-contestant individual or organization for their commitment to humanitarian efforts and women's empowerment. The recipient of this honor is presented with our crystal Diamond Service Award and is asked to provide an inspirational talk about why they chose this path in life and how other women can get involved for the betterment of women's lives, and of the world in which we live.



# LEARN: About a few of our reigning queens

*The impact our titleholders make can be felt around the world. They are tackling issues that don't just effect their states or countries, but the world.*

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REGINA CURRAN:  
Mrs. Continental  
Worldwide

2

STEPHANIE  
GRIFFIN:  
Ms. USA

3

MARITZA MEJIA-  
COOPER:  
Mrs. Panama

# REGINA CURRAN: Mrs. Continental Worldwide

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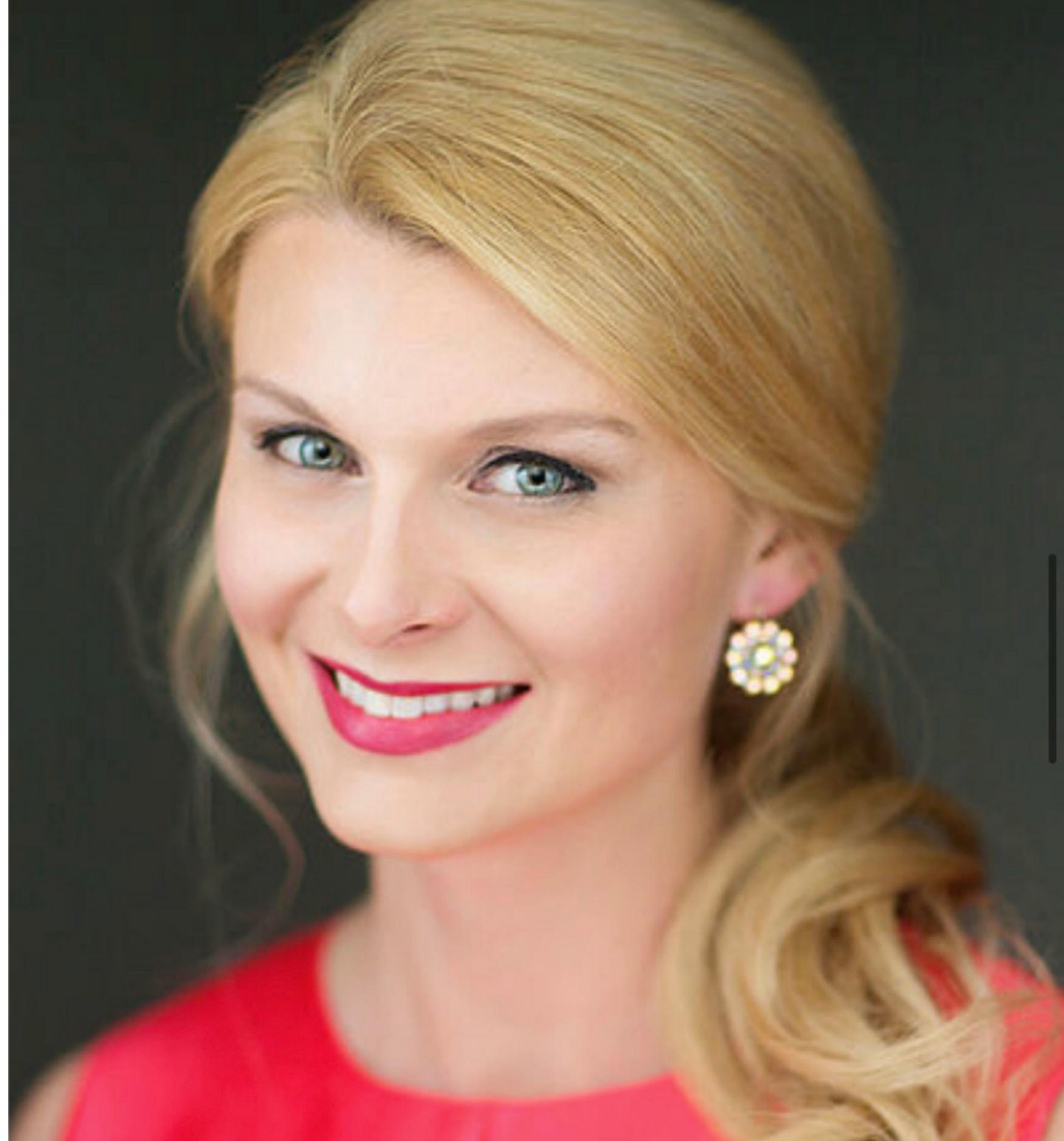
A Southern Belle living in Wisconsin, Regina's platform is mental health awareness, which couldn't be more important than it is now as the world, and our great nation, recover from the emotional effects of the pandemic. She works to bring awareness to mental health issues, reduce the stigma, and normalize therapy and medication.



# STEPHANIE GRIFFIN: Ms. USA

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From Utah, Stephanie lives with a not-at-all rare genetic condition called Lynch Syndrome, which is estimated to affect one in 279 individuals, of which, 95% do not know. Frighteningly under-diagnosed, Stephanie works to raise awareness of this condition, which was previously known as nonpolyposis colorectal cancer. Her mission is to take the fear and stigma out of colonoscopy procedures, so more people will get them. Stephanie has followers as far away as Japan who thank her for her openness and honesty about her condition.



# MARITZA MEJIA: Mrs. Panama

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A Panamanian living in Michigan, Maritza dedicates her time with the Intracranial Hypertension Research Foundation to raise awareness of a little known and understood condition called intracranial hypertension. The incidence of IH in the general population is thought to be about 1 per 100,000. In obese young females, the incidence of IH is about 20 per 100,000. IH cases are increasing alongside rising obesity rates. Women are most often affected by IH, which can cause headaches and vision problems.



# Meet Loreen Olney: International Director

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Loreen Olney has owned the US Continental Pageants brand in Utah and the Western States for nearly two decades. She served Utah and the national system as a national title holder, but also served as executive director. Always inspired to make a bigger impact, Loreen has moved forward with her pageant under a new iteration, Continental Worldwide Pageant, with a mission to improve the lives of women worldwide. Loreen's vision for her new brand is to bring out the beauty in all women as well as their desire to serve their communities. She hopes to reach a larger audience of women who want to participate in pageantry; not just in the U.S., but worldwide.

The crowns for Continental Worldwide Pageant feature pearls, and are inspired by a quote from Grace Kelly, Princess of Monaco: "The pearl is the queen of gems and the gem of queens." Loreen feels each woman is a pearl: beautiful, strong, a genuine treasure and worthy.



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