

2024 MEDIA INFORMATION



SENIOR PAGEANTS GROUP

SENIOR PAGEANTS GROUP, INTERNATIONAL

Info@SeniorPageantsGroup.com

Founded 2015 Las Vegas

“The Senior Pageants Group is the ‘Gold Standard’ of Senior Pageantry that has brought the concept of senior women and pageants into mainstream society.”

Carl Dunn, CEO Pageantry Magazine

Motto

#Embrace, Encourage, Empower

Mission Statement

Our organization honors and celebrates the lives and accomplishments of women over 60. We are the women and daughters of the “The Greatest Generation.” We encourage women as they approach 60 to embrace who they are and to understand that age does not limit what they can become and what they have to offer the world. As senior women, we have nurtured our families, our careers and our local communities while surviving personal tragedy, economic depressions, regional conflict, and World Wars. We have been present while the nations of the world went to the unthinkable brink of nuclear holocaust. We are strong, savvy, goal-oriented, wise, and aware. We display these characteristics in our everyday lives, as people, and as humanitarians who always seek to improve the lives of others. As an organization, we seek to further empower women of all ages, nations, and cultures to strive for equality, to achieve their personal best, to make real and meaningful changes and to individually redefine what it means to be a senior woman and role model to the communities of women who will follow us.

Active Brands

Ms. Senior United States (50-59)

Ms. Senior USA (60-74)

Ms. Super Senior USA (75+)

Ms. Senior Universe (60 w/ country of origin [Olympic standard] another National Pageant Title)

Ms. Super Senior Universe (75 and Ms. Senior Universe standard)

Grande Dame Universe (90+)

Ms. Senior World (Inactive)

**Not affiliated with the much younger Miss USA and Miss Universe organizations.*

Website/App

www.seniorpageantsgroup.com

https://en.wikipedia.org/wiki/Senior_Pageants_Group

<https://app.appinstitute.com/mssenior>

Logos/Trademarks



Recognized Firsts

- First Virtual Conferencing, Auctions, Pageants
- Super Senior recognizing 75+, Grande Dame recognizing 90+, as a separate category.
- Oldest Active Pageant Queen – Klyda Mahoney (97) & Performing Duo with Marilyn Kohler (84).
- Only Pageant Queen crowned on the floor of the United Nations.
- Only Pageant to receive Congressional Recognition.
- Only Senior Queens to be presented on Magazine Covers, beginning with Pageantry Magazine
- Special Multi-Pageant Awards – Most Honored Senior Pageant in History.
- World Record – 68 years from earliest win by a Queen in 1955 to most recent 2023.

Video and Important Links

[Video History of Ms. Senior USA! - Updating](#)

[Coming Events and Updates](#)

[Pageantry Magazine Podcast with Ms. Senior Universe 2020-21](#)

[Pageantry Magazine Podcast with Ms. Senior Universe 2021-22](#)

[Pageantry Magazine Podcast with Ms. Senior USA 2021-2022](#)

[Hall of Fame Video of Former Ms. Senior Universe, now Director](#)

[Video Trailer for Documentary “Shelley in Wonderland”](#)

[Video from the United Nations International Women's Day!](#)

[Video from Opening of Huntsman World Senior Games!](#)

[Video from Paris Fashion Week!](#)

Candidate Application

[Application Link](#)

Sponsorship Agreement

[Sponsorship Link](#)

To Participate, Contestants Must

- Be age appropriate for their category.
- Recite a philosophy of life in 30 seconds or less!
- Demonstrate poise by presenting in formal wear.
- Perform a talent or other presentation in under 3 minutes!
- Interview with individual judges in a round-robin format.
- Maintain the highest integrity and a Code of Conduct to treat all people with respect and dignity.

References/Articles

[Senior USA 2017](#)

[Senior Universe 2017](#)

[Senior USA 2018](#)

[Senior Universe 2018-2019](#)

[Senior USA 2019](#)

[Senior USA 2020](#)

[Senior Universe 2020](#)

[Las Vegas Veteran Turns 104](#)

[Special Article – Senior Pageants Become Mainstream](#)

[Senior USA & Universe 2021-2022](#)

[Senior USA & Universe 2022-2023](#)

[2024 Paris Fashion Week French Quarter Magazine](#)



Domains

msseniioramerica.com

msseniiorunitedstates.com

msseniiorunitedstates.org

msseniioruniverse.com

msseniioruniverse.info

msseniioruniverse.net

msseniiorworld.co

msseniior.world

seniorpageantsfoundation.com

msseniiorusa.com

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seniorpageantsgroup.org

msseniiorworld.net

msseniiorworld.org

msseniiorsweetheart.com

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SENIOR PAGEANTS GROUP

Group and Individual Awards Received

Most Honored in the History of Senior Pageantry

Huntsman World Senior Games 2021



Marianne Hamilton, Ms. Senior Universe
World Senior Games Hall of Fame
TGBA Award Recipient

Congress of the United States 2024



102 Citations
and Special Sentaorial
and Congressional Recognitions

TGBA Awards 2018-2024



23 Awards Past and Present Queens
Including Kat Ray, Peggie Fowler, Sybil Gish
57 Finalists & Over 100 Individual Nominations

Pageantry Magazine 2020, 2021, 2022, 2024



Sally Beth Vick
Joanie Helgesen
Barbara Reincke
JoAnn Bechtel

Pageantry Magazine Spirit Awards 2016-2024



Senior Pageantry Hall of Fame
More than 200 Senior Queens Honored

European Film Industry Awards Predecessor Pageant 2012, SPG 2021y



2021 Las Vegas "Shelley In Wonderland"
Best Foreign Filmed Short Documentary