

***MEDIA***



***INFORMATION***

## SPECIAL ANNOUNCEMENT

July 16, 2022, The Villages®  
Senior Pageants Group  
Info@SeniorPageantsGroup.com 800-225-0274



Join Carl Dunn, CEO and Publisher of Pageantry Magazine, on November 16, 2022, when The Villages® will host the finals of 2022 Ms. Senior USA and Ms. Senior Universe Pageants at the Sharon Morse Center for the Performing Arts. The Finals will cap a spectacular week of activities attended by Ms. Senior Universe, Ms. Senior USA and the contestants, including the Parady Financial Tribute to Veterans on Veteran's Day with The Villages® Honor Flight, a day trip to the Florida Space Port, and Queens's Gala with Red Carpet open to the public. Residents of The Villages® are encouraged to participate and compete, and volunteers are always welcome. Ticket sales begin August 24, 2022, 10 am.

### ***About The Villages®***

Founded over 50 years ago in sunny Central Florida, The Villages® created a retirement community where "people's dreams can come true." Known affectionately as Florida's and indeed America's Friendliest Hometown, the world's largest senior community has flourished under the guidance of the family who created it, their dedicated employees, and most importantly, the residents. For more information, go to [www.TheVillages.com](http://www.TheVillages.com).

### ***About the Sharon Morse Performing Arts Center***

Built in 2015, and recently renovated, with seating for over 1,000 guests in a multi-level theater, the Sharon offers a state-of-the-art art audio, visual, and theatrical rigging systems to create an entertainment experience second to none. Named for the matriarch of the Founding Morse family, Sharon herself was an accomplished performer, and an avid patron of the arts. While she enjoyed her time on stage, her favorite moments were those spent with her family watching others perform. She and husband Gary enjoyed the theater in Chicago and shared that joy with their children and grandchildren when they were old enough to attend. Dedicated in her memory and inspired by her passion, you will feel Sharon's love and excitement for entertainment throughout this beautiful theater. For more information, go to [www.theSharon.com](http://www.theSharon.com).

### ***About Pageantry Magazine***

Founded by the Dunn Family in 1962, Pageantry Magazine is the leading publication bringing you the "A" Team of the Glamour Lifestyle Industry. More current and former beauty queens and aspiring models the world over read Pageantry magazine than any other industry magazine. Pageantry Magazine coverage of national pageants, international pageant events, and the major modeling and talent competitions is unparalleled. Their esteemed group of expert writers will tell you everything you need to know to succeed, whether you are just starting out or sharpening your skills. For more information, go to [www.PageantryMagazine.com](http://www.PageantryMagazine.com).

### ***About the Senior Pageants Group***

#EMBRACE, ENCOURAGE, EMPOWER - The "Gold Standard" of Senior Pageantry, the 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. For more information go to [www.seniorpageantsgroup.com](http://www.seniorpageantsgroup.com).

**SENIOR PAGEANTS GROUP**  
**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 (55 w/ country of origin [Olympic standard] another National Pageant Title)

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

Grande Dame Universe (90+)

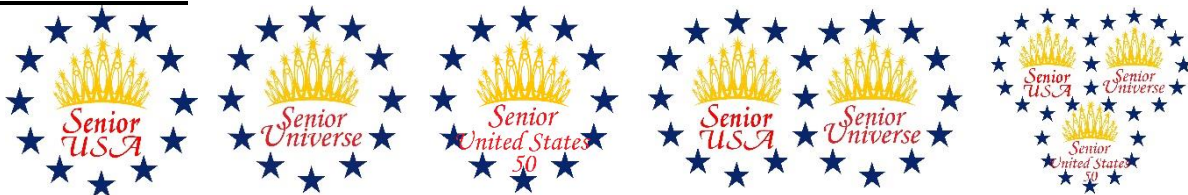
Ms. Senior World (Inactive)

**Website/App**

[www.seniorpageantsgroup.com](http://www.seniorpageantsgroup.com)

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

**Logos/Trademarks**



**Recognized Firsts**

- First Virtual Conferencing, Auctions, Pageants
- Super Senior recognizing 75+ as a separate category
- Grande Dame recognizing 90+ as a separate category
- Oldest Active Pageant Queen – Klyda Mahoney (95)
- Only Pageant Queen crowned on the floor of the United Nations
- Only Senior Queens to be presented on Magazine Covers, beginning with Pageantry Magazine
- Special Multi-Pageant Awards – Most Honored Senior Pageant in History



### **Video and Important Links**

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

[Coming Events and Updates](#)

[Trailer for November 2022 Pageant](#)

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

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

[Hall of Fame Video of Reigning Ms. Senior Universe](#)

[Performance Video of Reigning Ms. Senior USA](#)

[Performance Video of a Former Ms. Super Senior Universe](#)

[Performance Video of Inaugural Ms. Super Senior Universe](#)

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

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

[Video from Opening of 2021 Huntsman World Senior Games!](#)

[Santa Barbara Film Festival Winner!](#)

[Elvis Promo](#)

### **Candidate Application**

[Application 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 by Pageantry Magazine**

[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](#)

### **Domains**

mssenioramerica.com

msseniorunitedstates.com

msseniorunitedstates.org

mssenioruniverse.com

mssenioruniverse.info

mssenioruniverse.net

msseniorworld.co

mssenior.world

msseniorusa.com

msseniorusa.net

msseniorusa.org

mssenioramerica.net

mssenioramerica.org

mssenioruniverse.org

msseniorworld.com

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# Senior Pageants Group Queen Awards

*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

TGBA Awards  
2018-2022



13 Awards Past and Present Queens Including  
Peggie Fowler, Wendi Russo, and Ida White  
42 Finalists Including Connie Snyder  
Over 100 Individual Nominations

Pageantry Magazine  
2020, 2021, 2022



Sally Beth Vick  
Joanie Helgesen  
Barbara Reincke

Pageantry Magazine Spirit Awards  
2016-2022



Senior Pageantry Hall of Fame  
More than 200 Senior Queens Honored

European Film Industry Awards  
Predecessor Pageant 2012, SPG 2021



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



# MS. SENIOR USA MS. SENIOR UNIVERSE



## Coming to The Villages!

*Special Queens' Gala and Red Carpet Open to the Public*

**Pageant Finals November 16, 2022**

**Sharon L. Morse Center for the Performing Arts**

*Box Office Sales Begin August 24, 2022, 10 am*

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